

# Curriculum Vitae Emma Hauldren Director of Communication & Brand Experience Design

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Cuts through super-saturated markets with compelling digital design thinking and problem solving, building experience strategy based on consumer insights and key forces of change.

In-depth knowledge as a designer, communicator and maker, with strong storytelling and creative leadership.

Translating new and existing product concepts into innovative solutions for internal and external audiences fit for the future fabric of life.

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## Professional Experience

Director, Communication  
and Brand Experience  
Design

**Ford Motor Company**

Jan 2020—present

Playing a critical role in the dynamic, interdisciplinary team at D-Ford - Ford's global human-centred design studios. Committed to innovating the future of mobility in ways that positively impact people and the planet. Using storytelling, design systems, brand and tone to help weave a common thread through the work for internal communications and to the outside world.

Director of Brand & Design

**Babylon Health**

July 2018—Jan 2020

Transforming Babylon Health into a global healthcare brand. Key to the role was translating the company mission into tangible design principles, guidance and a design system component library. To provide the creative direction for a new design language and connected experience, communicating a personalised service that will change the way people approach their health. Providing thought leadership to influence the emergence of a new design-led culture within the Babylon studios.

Design Director

**Vodafone Group Design**

July 2017—July 2018

Responsible for the design direction and delivery for Vodafone web channels, services and applications. Spearheading design-led thinking with concepts for significant future products and services. Directing designers and third party agencies in each step of the design process. Driving one design approach for consistency and coherence across all 30 markets for over 420 million customers.

Director of Digital, Brand  
Experience and Marketing

**Onitor**

Aug 2016—July 2017

Creating the brand vision for this technology company in the health wearables sector. Encompassing apps, web and social. Leading a group of designers and developers to deliver this vision. Driving the principles and future strategy for the company, as biometrics and wearables evolve, helping to establish Onitor's role within the future of health. Working collaboratively with sales, engineering and product marketing to meet key deliverables.

Design Director

**Microsoft Windows  
Applications Studio**

Feb 2016—July 2016

Working within the Windows creative team, designing the interactions and user flow between Paint 3D and the extended Microsoft suite of applications, plus 3rd party apps.

Design Director

Brand Experience Design

**Microsoft Phones**

April 2014—Jan 2016

Design Director at Microsoft, defining and communicating the design language for a vast portfolio of products and services. Forming the communication bridge between key stakeholders across the business, elevating Design as a major differentiator to our competitors by shaping and leading strategically significant design projects.

Instrumental in driving the use of metal instead of plastic in the design and production of Windows Phones, giving hands-on creative direction proposing future concepts for the Microsoft portfolio. Prototyping these concepts as products.

Creative Lead 2011—2014

Art Director 2005—2011;

**Nokia Design**

Part of a newly formed team to turn Nokia's diverse portfolio of products into a unified brand offering. Creating cohesion across the organisation's global design. To create, by 2012, a consistent product - Lumia.  
2012: Winner of a Kudos Award for my work at Nokia.

Art Director

Digital Design

**Leo Burnett Advertising  
Agency** 1999—2005

Leading a team of designers working on innovative, digital, below-the-line advertising campaigns for major brands, including Coca-Cola, Fiat, Alfa Romeo, Mars, Kellogg's, McDonald's and Procter & Gamble. Pitching for new business with 100% success rate.  
2003: Winner of the MCCA Best Integrated Campaign Award for Ariel Championship Whites.

Art Director  
and Project Manager  
**Engage Works**  
1994—1999

Initially working with a group of designers and engineers to construct interactive display stands and installations across the exhibition industry. Communicating the latest concepts and innovations for a range of clients including BMW, Opel, Ford, Mercedes, Swatch and the Millennium Dome.  
Initiating the formation of a design division within the company, to design as well as make exhibition stands, i.e. work from initial concept to end product.

Goldsmith  
**Juhls' Silvergallery**  
Kautokeino, Lapland  
1991—1992

Following my first degree, I spent a year in Lapland working at a goldsmithing workshop, making traditional Lappish jewellery for the local community.

Guest Lecturer  
**Royal College of Art**  
1994—present

From Maker to Design Director. Every year I am asked by the Royal College of Art to give a lecture to their Goldsmithing, Silversmithing, Metalwork and Jewellery MA students. Lecture topics revolve around the link between studying the above disciplines and working in the field of Design for big brands, technology companies and advertising agencies. I speak about my approach to design across a broad spectrum of media: the fact that whatever discipline is studied expands rather than limits future projects if combined with an appropriate approach to problem-solving.

## **Design approach and skills**

**Practicing and applying human-centred design thinking to solve problems small and large.**

**See the bigger picture.** Desire to shape experiences so people can make the connection between the company mission and design within the context of a rapidly changing technological and cultural landscape.

**Observe, then design.** Work within multidisciplinary teams to synthesize and reveal patterns and insights about people, that provide key design drivers for innovative solutions.

**Prototype the experience.** Tell powerful brand and design stories that resonate across the business to gain impact, always seeking for new mediums to inspire and delight.

**Promote learning and teaching.** Participate in design critiques with teams, providing guidance, coaching, and constructive feedback in service of delivering world-class work.

**Motivated team.** Nurturing a creative culture within the community, encouraging initiatives that foster creative thinking.

**The beauty is in the detail.** Always striving to better my craft with extensive understanding of the creative process and continuous learning of creative tools.

**Transparency and clear communication.** Applies lean UX principles, methodologies and daily progress stand-ups within agile environments to effectively unify designers and developers.

## **Education**

**The Royal College of Art**  
1992—1994

**Masters Degree in Applied Arts**

Applied Arts in Goldsmithing, Silversmithing, Metalwork and Jewellery.

**Manchester Metropolitan  
University** 1987—1990

**Bachelor of Arts**

3-Dimensional Design in Wood, Metal and Ceramics.

## **Competitions and Awards**

British Arts Council Award, The Royal Mint Medal Competition, The Worshipful Company of Pewterers Award, Crafts Council Business Setting Up Grant, Selfridges Prize, RSA Travel Award, The Makowers Charitable Trust Award, Dimple Whiskey Design Competition, New Designers Award, The Worshipful Company of Goldsmiths RCA Bursary, Stella Artois Design Competition.

## **Professional Awards**

Kudos Award & Design Award for Excellence, Nokia Design  
MCC Best-Integrated Campaign for Ariel Championship Whites  
Campaign Direct Finalist, Best Integrated Campaign, DMA Awards  
Gold/Automotive for Fiat Panda