

MARGRÉT EVA ÁRNADÓTTIR

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RELATED EXPERIENCE

High-Tech Anthropologist® @ [Menlo Innovations](#)

Jan 2022 - Present

Ann Arbor, Michigan.

Custom software design and development with joy and humility, working in pairs.

Research, Design & Collaboration

- The most important aspect of the work is getting to know the end users—who they are, what they need, how they think. This is done via observations in the field as this gives a more wholistic view of the users. Interviews are also used but often people don't realize what exact steps they're taking and cannot describe them.
- Then that research gets translated into designs. We use many different UX tools for this, e.g. creating personas and mapping them for the product (primary – secondary – tertiary), creating design contrasts for design assessments with users, creating prototypes for testing.
- Once the design is ready, we write cards for our developers breaking the work down into chunks that can be estimated.
- We also create workflow charts with mockups so that the developers understand the flow of the application.
- Once the development starts, we actively participate in show and tells with the client, supporting the developers all the way through the project.
- We serve as the voice of the end user.

Design Alignment Vanguard @ [Serendip](#)

Oct 2020 – Jan 2022

Ann Arbor, Michigan.

Custom software and MVPs, UX design, service design, feature planning, delivery and more.

Design & Team Alignment

- My first step is always to ask: "Why?" to understand why we should develop the product or service. Understanding the business goals as well as the end user goals is essential to establishing a design direction and focus.
- To understand the users and the market I used a variety of research methods e.g., desk research, qualitative interviews, affinity mapping and contextual inquiries. My goal is to understand the big picture and what direct / indirect competitors are doing.
- I collaborated with our lead designer creating e.g., personas, journey maps, user workflows, low and high-fidelity wireframes. I managed the user testing and participate in finalizing the design.
- Throughout our process I continuously ensured that we were aligned with the client, and we were correctly representing our users.

Delivery & Client Alignment

- I managed our design and delivery processes, leading our teams through all phases, making sure we met our deadlines and that the team had everything they needed to get work done.
- I lead status meetings with clients using task boards or Miro boards, making sure everyone is aligned and the work is progressing.

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Sr Manager Program Management Office @ [Amcor](#)

2018 - 2020

Ann Arbor, Michigan.

Manufacturing, packaging for beverages, food, healthcare, and personal care.

Strategy & Alignment

- I set the vision, goals, and strategy for project management at Amcor, aligning all business units and functional groups.

Designing Solutions

- I oversaw designing and implementing new system features to increase functionality and usability of the project management system. This enabled business teams to deliver excellent service and increase business revenue.
- I researched and designed a new quality audit app to be used across all facilities to support and monitor progress of manufacturing improvement initiatives.

Cross-Company Collaboration

- I lead and collaborated with a cross-functional team to define solutions, design efficient and standard processes, techniques, and analytics to enable consistent achievement of Amcor's desired business outcomes.
- I was on the steering committee for Amcor's Global Manufacturing Services alongside VPs of Ops, EHS, Continuous Improvement, HR, and IT.

ADDITIONAL EXPERIENCE

Business Process Management & IT @ [Eimskip](#)

2011 - 2017

Reykjavik, Iceland.

Logistics, container vessels, warehouses, and trucking.

- Participated in strategizing for and developing a new Business Process Management (BPM) department to introduce lean thinking, continuous improvement and BPM to Eimskip.
- Lead a cross-functional development team designing and implementing a claims solution in SharePoint. Facilitated sessions with the team to map AS-IS processes as well as TO-BE processes to understand the claims service and to translate business needs to technology solutions. Used sketches and visuals to aid communication of design ideas and ensure common understanding.

SKILLS & TOOLS

Creative | Strategic | Curious | Facilitator | Visual | Analytical | Listener | Empathetic

Figma | Axure | Miro | Trello | Jira | Visio | Pen and Paper | Humor

EDUCATION

University of Iceland

Master of Project Management | 2010

Technical University of Denmark

Bachelor of Science in Engineering | 2006

University of Iceland

Bachelor of Arts in Library and Information Science | 1999