

# GREG SHAPIRO

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## Personal details

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Portfolio: <https://lifefully.com/work/>

## Personal profile

I am User Experience professional with over 18 years of expertise, I specialise in UX design, User Experience Strategy and Service Design. My recent work has centred on transforming enterprise applications and multi-task interactive platforms by defining intuitive user experiences and designing streamlined interfaces that drive both user satisfaction and business success.

I blend a deep understanding of user-centred design with the strategic mindset of a product designer and the creative precision of a visual designer. I'm passionate about delivering compelling, measurable user experiences that not only meet customers' needs but also align seamlessly with business objectives. My work consistently results in enhanced usability, increased user engagement, and improved operational efficiency for complex systems.

## Work History

**BP** – May 2023 > April 2024, UK

### **Lead UX Designer**

As Lead UX Designer for 0-1 initiative bpRenmo, a digital marketplace for AI-driven model simulations, digital twins, and sustainable energy models, I was responsible for crafting a user experience that would appeal to the consumer persona while driving revenue. Key achievements and responsibilities include:

- **Service Design** – Defined a comprehensive end-to-end experience map for bpRenmo's consumer users, aligning critical processes like account opening, procurement, onboarding, authentication, model management, and decommissioning. This streamlined user journey led to a cohesive, user-friendly experience that improved customer onboarding speed and satisfaction.
- **User Research** – Conducted in-depth user interviews and workshops, uncovering insights into customer preferences, behaviours, and pain points in finding and using Model cards on the bpRenmo marketplace. These insights led to the creation of user persona types and informed design decisions that enhanced feature relevance and usability.
- **UX Design** – Spearheaded the design of bpRenmo's Model card experience, creating wireframes, prototypes, and high-fidelity mock-ups that aligned with the overall product strategy. By implementing an iterative design process with user testing and feedback loops, I enhanced the user interface, resulting in a 30% improvement in user engagement and a notable increase in overall satisfaction scores.
- **Cross-Functional Collaboration** – Collaborated closely with product managers, engineers, and scientists to ensure alignment throughout the development lifecycle. My active involvement in strategic discussions and design input sessions facilitated a seamless handoff to development and resulted in high-quality, feasible design implementations.
- **Agency Coordination** – Worked with external agencies, AKQA and Shipyard, to develop user experiences for promotional campaigns, sales materials, and bpRenmo's public-facing website. This partnership led to an increase in consumer awareness and engagement, driving interest in bpRenmo's innovative energy solutions.

As Lead UX Designer for BP's Home Delivery project, I led service design and user experience improvements for a new digital solution enabling BP M&S shop representatives to manage home delivery services through Deliveroo and Uber Eats. My role focused on designing a seamless, efficient experience to enhance customer satisfaction and reduce order rejection rates, ultimately driving sales and operational efficiency:

- **Field Study** – Conducted on-site visits and interviews with BP M&S store operators to gain firsthand insights into current processes and identify specific pain points in managing home delivery.
- **Service Experience Mapping** – Mapped the end-to-end service experiences, uncovering gaps and pain points that contributed to a high rate of home delivery order rejections. Developed a comprehensive current-state blueprint to highlight areas for improvement.
- **User Research and Analysis** – Translated research findings into actionable insights, presenting these to stakeholders to inform design decisions. Used task analysis, persona creation, empathy maps, and pain point analysis to develop a user-centred approach that directly addressed user needs.

- **Competitor Review** – Analyzed Deliveroo and Uber Eats native apps to benchmark BP's home delivery experience against leading competitors, identifying features and functionalities that could enhance BP's offering.
- **Designing User Journeys and Flows** – Created end-to-end user experience flows and customer journey maps, leading to a redesigned experience that aimed to reduce order rejection rates and increase successful home deliveries.
- **Feature Definition and Impact Measurement** – Defined a set of core features for the new app, establishing key performance metrics to evaluate their effectiveness in reducing rejection rates and increasing order fulfilment.
- **Interaction Design** – Developed a new interaction style tailored to improve the effectiveness of in-store operations for managing home delivery, contributing to a 30% reduction in personal generated auto rejection incidents.
- **Prototype Development** – Produced storyboards, wireframes, and lightweight prototypes for user testing sessions, validating design concepts and refining the experience based on user feedback.
- **Collaboration with Product Owner and Development Team** – Worked closely with the Product Owner and development team to define the roadmap and delivery plan, ensuring alignment on project goals and milestones.

**LSEG (London Stock Exchange Group)** – October 2021 > March 2023, London, UK

#### Senior UX Designer

As Senior UX Designer for the LSEG/Refinitiv financial data platform, I led several high-impact projects as part of a major transformation program focused on migrating Refinitiv Eikon users to the new LSEG Workspace platform. My role centred on delivering a seamless user experience for critical platform features—including global search and autosuggest, advanced query builders, financial market news monitoring, and news applications—serving key user groups such as FX traders, wealth and portfolio managers, investment bankers, and financial analysts/advisers.

- **Competitor Analysis and User Research** – Conducted in-depth competitor analysis and developed user personas, customer experience blueprints, and interaction flows. These insights informed design decisions that improved user engagement and contributed to a 20% increase in feature adoption rates.
- **End-to-End UX Design** – Defined end-to-end user experiences through contextual analysis based on user interviews and surveys. This user-centred approach helped create intuitive, easy-to-navigate workflows, enhancing user satisfaction across complex financial data tasks.
- **Prototyping and Testing** – Utilized Figma to create interactive prototypes and conducted moderated user testing, gathering direct feedback and iterating designs to meet user needs. This approach reduced usability issues by 30% and optimized key workflows for high-frequency platform users.
- **Agile UX Support** – Provided UX support across the Agile project lifecycle, from Discovery and Study phases through to Design and Delivery, using Figma, JIRA, and Confluence. This alignment with Agile processes enabled more efficient iterations and quicker decision-making, enhancing project velocity.
- **Development Oversight** – Actively participated in Product team sprints and demo sessions to oversee development and ensure the correct user experience was implemented, resulting in a higher fidelity between design and final product.
- **Collaboration with Design System Team** – Worked closely with the Design System team to establish consistent design patterns, reusable components, and UX copywriting guidelines, including error messages, notifications, and tips. This collaboration reinforced a cohesive design language and improved efficiency across teams by reducing redundant design work.

**Tesco** – August 2020 > October 2021, London, UK

#### Lead UX Designer

As Lead UX Designer for Tesco's enterprise online platform, I was responsible for delivering UX solutions and designs for key strategic projects aimed at improving the communication experience between Tesco suppliers and buyers. My role focused on creating intuitive and efficient workflows that supported business objectives and enhanced user satisfaction.

- **User Research** – Conducted in-depth user research to analyse behavioural patterns and preferences, building detailed user personas, experience maps, and interaction flows. These insights informed design decisions, resulting in increase in user satisfaction scores on core communication features.
- **Proof of Concept Development** – Created low-fidelity sketches and user journey storyboards to outline initial concepts, enabling stakeholders to visualize user journeys and gather early feedback for refinement.
- **Prototyping and User Testing** – Developed interactive prototypes in Axure and conducted moderated user testing sessions. Iterative feedback from testing led to design improvements that reduced task completion time for core functions by 20%.
- **Cross-Functional Collaboration** – Worked closely with product owners and developers to shape the user experience, aligning designs with both business objectives and technical capabilities. This collaborative approach led to faster iterations and a more cohesive final product.

- **Agile Product Development Oversight** – Actively participated in the Agile delivery lifecycle, overseeing the product development process to ensure fidelity to the UX vision and consistent implementation of design elements.
- **Design System Enhancement** – Contributed to the ongoing development and enhancement of Tesco's enterprise design systems, ensuring consistency across the platform and improving design scalability for future projects.

**Axa/Architas** – October 2019 > December 2019, London, UK

**Lead UX Designer (Contract)**

As Lead UX Designer for Axa/Architas' innovation team, I spearheaded the initiation phase of a new mobile application for saving, investing, and insurance. My work focused on building a strong foundation for a user-centred product, targeting diverse markets across Europe and Southeast Asia.

- **Ethnographic Research** – Conducted comprehensive ethnographic research, including contextual analysis, market segmentation, and an in-depth study of financial trends and behaviours across European and Southeast Asian markets. These insights enabled the team to address unique user needs, ensuring relevance and cultural alignment in product features.
- **Persona Development** – Developed hypotheses and archetype personas for Generation X, Y, and Z user profiles, capturing generational nuances and preferences in financial behaviours. This persona-driven approach laid the groundwork for tailored experiences that would resonate with each demographic, improving future engagement potential.
- **Proof of Concept Creation** – Designed low-fidelity prototypes and user journey storyboards to establish a clear vision for the product's flow and functionality. These early prototypes provided critical alignment across stakeholders and accelerated decision-making, helping the project progress swiftly toward development.

**Lloyds Banking Group** – October 2014 > June 2019, London, UK

**Senior UX Designer | Lead Interaction Designer**

In my dual role as Senior UX Designer on the Internet Banking Consumer Servicing platform and Lead Interaction Designer for the LBG Design System team, I contributed to several high-impact projects across Consumer Servicing, Retail Business Banking, and the mobile app, including features like Account Overview, Account Statements, Credit Cards, and International Payments. My work spanned from the initiation phase through to design and build, ensuring a cohesive and user-centred experience across platforms.

As **Senior UX Designer**, I delivered UX artifacts and drove user-centred design solutions across key projects within an Agile framework. My responsibilities included:

- **Problem Definition and Audience Research** – Partnered with business stakeholders to clarify objectives and conduct research, including target audience analysis, contextual inquiries, persona development, and user flow analysis.
- **UX Evaluation and Prototyping** – Conducted expert UX analysis of existing digital solutions, identifying strengths, weaknesses, and quick wins. Created low- and high-fidelity prototypes for user testing, informed by heuristic evaluations and user feedback.
- **Collaboration with Technical Teams** – Worked closely with technical solution owners to design feasible solutions, crafting user experiences through wireframes, prototypes, sitemaps, and detailed user journeys.
- **Stakeholder Workshops** – Led workshops with stakeholders, effectively communicating design rationale and securing approval on user experience solutions.
- **Visual and Content Alignment** – Coordinated with visual designers and copywriters to ensure a cohesive final look and feel, aligned with the brand.
- **UI Specification and Development Support** – Collaborated with Business Analysts to develop detailed UI specifications, preserving UX best practices throughout development. Provided support during sprints, capturing changes and updating documentation to ensure consistency.

As **Lead Interaction Designer**, I oversaw UX consistency and quality across the Internet Banking Consumer Servicing platform, guiding a team of 30+ UX designers federated to various projects:

- **UX Deliverables Quality Assurance** – Assessed UX deliverables to ensure they captured critical functional elements, including: **User Journey Mapping** – defined entry/trigger points, “happy” routes, exception paths, and error scenarios, **Detailed UI Components** – Ensured UX designers addressed page navigation, in-page build components, dynamic views, and data-driven UI elements, supporting consistency in component logic and interactions
- **Design System Consistency and Accessibility** – Advised UX designers on reusing components and behaviours from the established LBG design system, ensuring alignment with accessibility standards and platform consistency.
- **Baseline Library Maintenance** – Regularly updated and maintained the baseline library of user journeys, UI components, and interaction patterns, providing a robust reference for designers and streamlining future projects.

**Home Office** – August 2014 > September 2014, London, UK

**UX Consultant | Researcher (Contract)**

As a UX Consultant and Researcher embedded within various Agile Delivery teams, I conducted user research and testing for new Gov.uk applications, ensuring compliance with Government Digital Service (GDS) standards. My work focused on delivering user insights to guide design decisions for high-impact projects, including the '**Check a Job Applicant's Right to Work**' application, which assists employers in verifying employment eligibility, and the '**Communication Tracking System (CTS)**', a case management platform for managing Ministerial and Parliamentary queries.

- **Gov.uk Employee Right to Work Application:** Conducted comprehensive user interviews and usability testing sessions with real end-users, which led to refining the application's flow and reducing form completion errors by 30%. My prototypes and testing insights enabled the team to implement UX enhancements that directly contributed to a 20% increase in successful application submissions
- **Communication Tracking System (CTS):** Developed participant profiles and user testing scripts tailored to project needs, ensuring comprehensive testing across diverse user groups. Developed participant profiles and user testing scripts tailored to project needs, ensuring comprehensive testing across diverse user groups. Led one-on-one user testing sessions using a mobile testing lab for in-person feedback and remote user testing through GoToMeetings, gathering insights in real-time. Analysed and reported testing results, highlighting actionable improvements that enhanced usability, accessibility, and adherence to GDS standards.

**Worldpay** – June 2013 > July 2014, London, UK

**Senior UX Designer | Senior Interaction Designer (Contract)**

As a Senior UX and Interaction Designer within the Change and Technology Services (CATS) team, I provided UX/UI consultancy to build Worldpay's new enterprise Acquiring platform. This project was part of a major transformation initiative following Worldpay's divestment from RBS, involving critical modules such as **Merchant On-boarding**, **Merchant Settlement**, **Payments Configuration**, **Tariffs/Transaction Charges**, and **Foreign Exchange (FX)**.

- **UX Design and Interaction Specifications** - Developed comprehensive use cases, user stories, user flow diagrams, wireframes, UI style guides, and interaction specifications, creating a seamless, intuitive user experience aligned with business needs.
- **Stakeholder Management and Business Process Analysis** - Led stakeholders through the analysis phase, conducting interviews and workshops to gather insights, clarify business processes, and identify opportunities for improvement. Worked collaboratively with stakeholders to refine requirements, resolving challenges and aligning on project goals to ensure the platform met both operational and user needs.
- **Prototyping and User Testing** - Designed and evaluated fully interactive Axure prototypes, ensuring that Business Process Models were accurately captured in UI specifications. Conducted end-to-end user testing with Operations and Production teams, facilitating operational understanding of the platform's impact and ensuring deployment readiness.
- **Collaboration with Technical Teams** - Engaged closely with the Technical Architecture team to ensure that proposed UI solutions adhered to Worldpay's architectural standards, enhancing the platform's technical integrity and scalability.

**My Meds&Me Ltd. ([www.mymedsandme.com](http://www.mymedsandme.com))** – May 2012 > June 2013, London, UK

**Lead UX Designer**

Working within Agile team of medical experts, business analysts, front-end developers and product managers. Leading UX design and iterative refinement of the global web-based reporting platform, developing wireframes, prototypes (Axure and HTML), site architectures, and search systems. Projects: '**Reportum**' - SaaS solution to collect information about medicines side effects and medical product complaints accompanied by the provision of accessible, relevant medical information.

Guided questionnaires, clinical studies, non-interventional programmes - online applications for leading pharmaceutical companies Roche, Pfizer, GSK, Merck.

- **Collaborative Solution Development** - Partnered with project teams and clients to create effective, user-friendly solutions for complex data collection journeys, ensuring the platform met the needs of both medical professionals and patients.
- **Information Architecture and Interaction Design** - Translated business requirements into clear information architectures, user flows, and interaction designs, helping users navigate and interact with dense medical information efficiently.
- **Prototyping and User Testing** - Developed interactive prototypes using Axure and HTML, conducted user testing and iterative refinements that optimised the user experience based on users feedback.
- **Ensuring Consistency and Usability** - Ensured UX documentation was regularly updated and shared with all team members, promoting alignment and consistency across the platform's design and development processes.

- **UX Documentation** - Produced and maintained detailed UX documentation, including site architectures, wireframes, use cases, and task flows, supporting both design and development teams in building aligned, cohesive interfaces.

**Practical Law Company** part of Thomson Reuters Legal Solution – March 2010 > March 2012, London, UK  
**Lead User Experience Designer | Head of UX**

As Head of UX at PLC, I led the strategic delivery of best-practice user experiences for a range of online solutions tailored to in-house and private practice legal organizations. My role encompassed managing the entire creative development process, from ideation to implementation, fostering a culture of user-centred design across PLC business units, and embedding UCD methodologies within the Dynamic Systems Development Method (DSDM) software delivery framework. Key projects included the PLC website's faceted search leveraging Google Search Appliance, PLC Global Law Department website, PLC Books online, redesign of PLC US website, and the "Ask PLC" online application.

- **Translating Complex Propositions into Simple, User-Centric Designs** - Simplified and articulated complex legal propositions into user-friendly digital experiences, ensuring clarity and accessibility for both legal professionals and clients.
- **Proof of Concept** - Developed dynamic, interactive design concepts, creating site maps, wireframes, user flows, and HTML prototypes that evolved alongside business requirements, aligning design with iterative product development.
- **User Research and Analysis** – Translated research findings into actionable insights, presenting these to stakeholders to inform design decisions. Used task analysis, persona creation, empathy maps, and pain point analysis to develop a user-centred approach that directly addressed user needs.
- **Integrating UCD within Agile Development** - Successfully integrated UX input within DSDM Agile streams, making UCD an essential part of project workflows and fostering collaboration between UX, development, and design teams.
- **Leadership and Team Development** - Managed and allocated resources for the UX team, ensuring seamless collaboration with developers and designers to deliver high-quality, user-centred solutions efficiently.
- **Establishing Accessibility and Usability Standards** - Defined accessibility and usability standards for front-end design assets and PLC's CMS, establishing benchmarks that elevated the quality and consistency of digital experiences across the company's platforms.

**Capgemini** – December 2009 > March 2010, London, UK

**User Experience Designer (Contract)**

At Capgemini, I served as a key member of the Rapid Design Visualisation (RDV) team within Capgemini's Custom Software business unit. In this role, I engaged directly with clients and stakeholders to help define project goals and document clear, actionable requirements. Leveraging the RDV methodology and tools such as iRise and Axure, I created high-fidelity simulations that accelerated stakeholder alignment and reduced the feedback cycle by an average of 40%. This rapid modelling approach led to faster decision-making and an estimated 25% reduction in project timeframes.

- **DWP's Communication Management Application:** Designed and iteratively tested interactive prototypes for DWP's Communication Management Application, focusing on enhancing usability and accessibility for government employees. My contributions significantly improved user navigation paths, reducing task completion time by over 25%. The refined UX enabled the DWP team to confidently proceed with development, supported by robust user feedback and validated design decisions.

**Detica (BAE Systems Digital Intelligence)** – July 2006>September 2009, London, UK

**UX Designer | Senior Consultant**

In this role, I managed cross-functional teams of business analysts, designers, and front-end developers to deliver end-to-end UX solutions within government, public, and commercial sectors. My responsibilities included gathering business and functional requirements, conducting behavioural analysis, leading client workshops, facilitating usability testing, developing use case scenarios, creating wireframes and UI specifications, and delivering front-end solutions using HTML/CSS and Drupal CMS.

**Key projects**

**Home Office – Secure Intranet Portal**

As the UX Lead, I managed the full lifecycle of this bespoke solution for a secure intranet portal. My responsibilities included defining project scope, resourcing, and conducting risk assessments to ensure the project remained on budget and met all milestones.

- **Client Relations:** Built and maintained effective communication channels with clients, enhancing engagement and securing ongoing project buy-in.
- **User Research:** Conducted behavioural analysis and created user personas and scenarios, which informed UX decisions and improved feature alignment with user needs.

- **Prototyping and Testing:** Developed and validated prototypes with stakeholders, facilitating workshops and conducted user testing and iterative refinements that optimised the user experience based on users feedback.
- **Leadership:** Directed a design team to establish visual design, brand identity, and an accessible user interface, based on business requirements and user feedback.
- **Impact:** Defined and implemented project management best practices that resulted in a 15% reduction in project overruns.

#### **Metropolitan Police – Mobile Data Terminals and PDA Redesign**

Led the redesign of the MET Police's Mobile Data System, which became a crucial factor in securing an £18m contract for Detica. My user-centred approach focused on creating intuitive, mobile-friendly interfaces that improved officers' on-site investigation efficiency..

- **User Research:** Engaged in-depth with police stakeholders, ensuring designs addressed the unique needs of law enforcement in dynamic environments. Conducted business analysis and developing use case scenarios
- **Service Design:** Created user flows, blueprints, site maps, annotated wireframes to outline key interactions within end-to-end Police on-site investigation framework.
- **Prototyping:** Designed and tested Axure prototypes, converting critical police forms (FPNs, CARBs, STOPS) into digital formats, enhancing usability, and increasing reporting accuracy.
- **Standards Compliance:** Integrated Government Accessibility standards (AA) and ISS4PS guidelines, ensuring a compliant, accessible solution.
- **Collaboration:** Coordinated closely with partner company Arqiva, project managers, and front-end developers to ensure a smooth transition from design to implementation.
- **Impact:** Enhanced user interface reduced task completion times by over 40%, contributing to operational efficiency and user satisfaction.

#### **HMRC – Document Management Application**

Served as UX Consultant to define strategic UI enhancements aligned with HMRC's enterprise vision. I worked to streamline task completion for HMRC employees by aligning technology solutions with business strategies. My responsibilities included:

- **UX Design and Interaction Specifications** - Developed comprehensive use cases, user stories, user flow diagrams, wireframes, UI style guides, and interaction specifications, creating a seamless, intuitive user experience aligned with business needs.
- **User-Centric Approach:** Defined UX enhancements based on user goals and workflow requirements, ensuring the solution supported HMRC's strategic objectives.
- **Impact analysis:** Conducted heuristic evaluations that identified "Quick Win" usability improvements, which enhanced user experience and productivity by over 20%.
- **Cross-Department Collaboration:** Worked with implementation teams to ensure effective deployment of user-friendly, innovative solutions.

#### **RBS – Forex Spread Trading Platform**

As Lead UX Consultant in Detica's Financial Services, I developed a bespoke solution for RBS's forex trading platform. My approach focused on creating a user experience optimized for high-intensity, time-sensitive tasks, ensuring usability within complex trading hierarchies.

- **UX Design:** Delivered a UX design that improved user efficiency and comprehension in managing multi-time-zone currency spreads, positioning Detica as a strong contender in the RFP process.
- **User-Centric Approach:** Translated complex requirements into user flows, wireframes, and unique interaction styles, enhancing trader efficiency in a high-stakes environment.
- **Design Strategy:** Created comprehensive bid documentation and a compelling presentation, showcasing Detica's user-centric approach.

**Freelance** - December 2005 > June 2006, London, UK

#### **User Experience Consultant (Contract)**

As a UX Consultant, I developed comprehensive redesign proposals for several leading UK websites - First Choice Holidays, RAC.co.uk, BT 'Online Starter Kit'. My contributions included creating taxonomies, user personas, site structures, workflows, and functional specifications. Additionally, I delivered high-fidelity wireframes, interactive prototypes, form templates.

**Philips Applied Technologies** – January 2005 > November 2005, Eindhoven, the Netherlands

#### **Information Architect / Interaction designer**

At Philips Applied Technologies, I was tasked with creating a fully functional prototype for a virtual television station and peer-to-peer distribution platform, allowing public communities to publish and share local video content online. I applied a User-Centric Design approach throughout, focusing on intuitive interaction and seamless user navigation.

- **Usability Study and Competitive Analysis:** Designed and conducted usability studies, including in-depth contextual interviews with in-house users and key account clients, leading to insights that shaped platform features. This effort resulted in a 40% increase in user engagement during initial testing phases.
- **Competitor Review and Strategic Recommendations:** Performed a thorough competitor analysis that informed strategic recommendations, helping Philips to differentiate the platform and prioritise user-requested features.
- **Information Architecture and Navigation Design:** Created detailed site maps, user personas, and scenarios, as well as functional specifications that supported clear, structured navigation.
- **Iterative Design and Evaluation:** Developed wireframes and dynamic content flows, continuously refining them through expert evaluation and user feedback. This iterative approach ensured alignment with user expectations and content discoverability.
- **Final Recommendations:** Delivered a set of actionable guidelines and best practices for future development stages, enhancing scalability and aligning the product vision with user-centric goals

## Expertise

### **Software:**

Figma, Sketch, Axure, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Mural, Miro, UserTesting.com, Dovetail, JIRA, Confluence, Azure DevOps.

### **UX Methodologies:**

User Research (Interviews, Surveys, Focus Groups), Persona Development, Journey Mapping, Service Design, Wireframing, Prototyping (Low/High Fidelity), Usability Testing (Moderated/Unmoderated), Accessibility Audits, Design Systems, Agile UX, AI-Driven Design.

### **Industry Knowledge:**

Financial Services, Energy, Retail, Healthcare, Government, Legal, E-commerce.

## Professional Qualifications

2024

**Human-Computer Interaction (HCI) for AI Systems Design – Certificate, University of Cambridge.** Methods, principles and approaches for designing systems, products and services that leverage AI to assist users in achieving their goals and improving user experience.

[https://api.eu.badgr.io/public/assertions/jh\\_K1srLR0mOQ0NL4VYwYA?identity\\_email=gregory.shapiro%40gmail.com](https://api.eu.badgr.io/public/assertions/jh_K1srLR0mOQ0NL4VYwYA?identity_email=gregory.shapiro%40gmail.com)

2011

**The Agile Project Professional certification (previously DSDM Agile Professional) – DSDM Atern Foundation Certificate.**

## Academic Qualifications

2003>2005

**Master of Technological Design (MTD) – Masters Degree in HCI (Human Computer Interaction),** Eindhoven University of Technology (TU/e), The Netherlands. Specialised in User-System Interaction. Master's Thesis: "Peert" online video content distribution platform.

1997>1998

**Postgraduate Certificate in Multimedia,** Media-GN (SCAN), Academy "Minerva" Groningen, The Netherlands. Specialised in Interactive multimedia and Internet.

1991>1996

**BA in Fine Arts,** Haifa University, Israel. Specialised in traditional printing (etching, lithography)