

Luc Houselander

Curriculum Vitae

I am a Digital Product Owner and Producer. I use Agile and Lean principles to lead teams and businesses to create online applications and services that deliver award winning experiences for their users.

I'm happiest solving creative and commercial problems and creating digital solutions that delight users. I believe the connected world is a profound and important place and as a creator of digital experiences I have a responsibility to always put people at the centre of the design process.

Jan 2017 - Present

Manager, Digital Innovation

Department of Environment, Land,
Water and Planning



I joined DELWP in 2017, in the Land Information & Spatial Services branch, as Product Owner to lead and deliver a new service providing authoritative information about government land in Victoria. This multi-million dollar, multi-year initiative was the first major Agile development undertaken by the department. The result was GovMap - a website co-designed from the ground-up by users to service 'non-specialists' from across the Victoria Public Sector. The site has been a hit with users and critics alike, with more than 1700 registered users in its first year. In June 2019 GovMap won the Victorian state AIIA award for 'Data Insights Innovation of the year'. The project has also become the benchmark and template for Agile design and delivery within the department.

The mission of the Digital Innovation team stretches beyond GovMap to raising the capability of DELWP in areas such as Agile, Lean, Design Thinking, Service design and behavioural insights. Recently I have been working with University of Melbourne on a 4D Digital Twin of Fisherman's Bend, an innovative new suite of tools that helps answer complex planning and spatial problems in three dimensions.

May 2012 - Jan 2017

Head of Project Management

IE Agency (Australia)



I joined IE Agency in 2012 to run the Movember team, working on all aspects of their online product offering - a global website and mobile solution that (were it to run all year) would equate to a multi-billion dollar a year business.

Over the following three years, under my leadership, this evolved into a self-organising (albeit slightly hairy) Agile team and remained a multi-million dollar account for the agency.

Despite the annual nature of the Movember campaign itself I moved the team into an iterative product delivery cycle, with significant feature releases happening year round. This has provided the space necessary to innovate and help the Movember Foundation reach their aim of becoming a year round fundraising organisation.

The success we had within the Movember team prompted IE to transition the entire agency over to cross-functional Agile teams. I was asked to help form the 'Delivery Leadership Team' - a small group of senior staff tasked with managing this transformation into an Agile practice. At this time I also became the Head of Project Management; adding line management for the team of 6 Agile Project Managers, Iteration Managers and Producers, to my Agile Delivery role.

That transformation is an ongoing evolution, however its success has reshaped IE's entire commercial offering around Agile, Lean and Design Thinking.

It is with these principles that I work today for new clients, recently having led an Agile Discovery and Initiatives Roadmap project for Westpac/Bank of Melbourne - resulting in series of Design sprints focussed on reimagining their public website experience. And most recently setting up a new Agile delivery team in Sydney for Toyota/Lexus on the new Lexus Australia website.

During my time at IE I also worked extensively with Nike Australia and led a team to deliver Nike Australia's e-commerce website and an in-store digital display solution for their Action Sports range.

May 2011 - April 2012

Product Manager

Agility Interactive (Australia)



After arriving in Australia I consulted for Agility Interactive, a Melbourne Agile product development startup on a new product they were developing for market: Favourit.com, a social networking site for sports/entertainment fans.

I took their raw concept and platform and helped develop a product strategy. To achieve this I ran a UX/CX review of the site across Desktop and mobile platforms, designed a number of the site's key features and developed and prioritised their product backlog.

Following the protracted sale of Agility's parent company at the start of 2012 the future of the product became uncertain and I needed to move on. However Favourit.com finally launched a year later is now achieving international success in the social-gaming space.

Jun 2005 - May 2011

Executive Producer (Product Owner)

Endemol UK (now Endemol Shine, UK)



In the UK I spent 6 years with Endemol Digital Media, as Executive Producer; a Product Owner role with responsibility for the creation of new digital IP and development of digital products around Endemol television brands. These included, Deal or No Deal, The Million Pound Drop, Big Brother, I Can Cook and Total Wipeout.

My responsibilities included Project initiation and Discovery, IA and UX Design, Creative Direction and Project and Product Management. I engaged and managed digital agencies to deliver work and also managed a small in-house production team. This role also included business development, in particular finding ways to generate revenue from digital products and building valuable online IP.

Perhaps the best example of this is 'The Million Pound Drop Live', a Channel 4 gameshow for which I developed a cross-platform play-along game that brought an online audience directly into a live television show experience. It was hugely successful and went on to win several awards including a BAFTA for Digital Creativity and BIMA awards in best Media & Entertainment and Multi-Platform categories.

Other notable digital products I produced at this time included 'This Just In...' a social comedy service for Channel 4, Cbeebies game 'I Can Cook', and multiplayer Facebook social game 'Deal Or No Deal Live'.

Nov 2004 - May 2005

Senior Producer

Tullo Marshall Warren (UK)



This was a client facing producer role working on a variety of projects for some of the agency's key clients. Projects included a Microsite and online ad campaign for Nissan, a CD Rom for T-Mobile, email marketing for Cadbury and online marketing for Visit Britain.

Mar 2004 - Nov 2004

Senior Producer

Carat Interactive International (now Isobar, UK)



At Carat Interactive International I was responsible for building an in-house production team, design and delivery of a redesign of the global Vodafone live! Website in addition to producing campaign micro-sites for Adidas and MTV. Other projects included rich media campaigns for both Adidas and Vodafone. I also worked alongside Carat's newly acquired creative production company de-construct on the Adidas Women's and 'The One' shoe websites.

Jan 2001 - Mar 2004

Production Manager

tentendigital (UK)



I joined startup tentendigital to manage the creative team and UX on all projects, including the design and deployment of attheraces interactive TV service on SKY and LiberateTV platforms, website for the NUS, various websites for the music industry, the design of Channel 4's ISM management software and tentenedit; a content management system developed for e-learning content developers.

Sep 2000 - Jan 2001

Internet Design Manager

SEGA Europe (UK)



At SEGA Europe I had direct responsibility for the design of all consumer websites, microsites and 'Dreamarena' - the European portal accessed via SEGA's Dreamcast console. I appointed and managed design agencies involved in producing websites for all SEGA Europe activities, I also built a small in-house team to manage smaller projects and content updates. I also sat on the Technical steering group for SEGA's network division.

Oct 1997 - Sep 2000

Producer / Lead Producer

CTV / Startle Digital Marketing (aka
Telstar Digital Marketing) (UK)



I joined CTV Digital Media as a junior designer and worked on website and CD ROM projects as part of the small but busy team. Projects included the Universal Records website, intranet projects for Zeneca and Glaxo.

CTV Digital Media became Startle Digital Marketing in 1999. At this time I became Lead Producer on a suite of projects for SEGA Europe to design and build their marketing, corporate and portal websites for the launch of the Dreamcast games console. I worked at SEGA's London HQ and became the key point of contact between SEGA and its online design and advertising agencies.

Awards

- 2019 AIIA Data Insights Innovation of Year Award - GovMap
- 2011 BAFTA - TV Craft : Digital Creativity - The Million Pound Drop Live
- 2011 Broadcast Digital : Best use of Digital Technology - The Million Pound Drop Live
- 2011 New Media Age Award: Entertainment - The Million Pound Drop Live
- 2011 BIMA: Media and Entertainment Award - The Million Pound Drop Live

- 2011 BIMA: Multi-platform Award - The Million Pound Drop Live
- 2011 Edinburgh International TV Festival : Cross Platform Innovation - TMPD Live
- 2001 Online Music Awards: Best E-flyer - Sisqo Viral

Higher Education

- BA (hons) Architecture from Plymouth University

Additional Information

- Certified Agile Coach - ICAgile
- I am a British Citizen with Permanent Residency status in Australia.

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References are available upon request.