

Professional Summary:

Dynamic and results-driven Senior Experience Designer with over nine years of experience in creating intuitive and engaging digital experiences. Proven expertise in human-centred design methodologies, user research, and Agile project management. Skilled in leading diverse teams and coaching talented individuals to drive successful digital projects and achieve ambitious project goals.

Education:

- BS in Behavioural Psychology, University of New South Wales, 2023
- BA in Applied Design Communication, Billy Blue College of Design, 2012.
- Certification in UX Design, Nielsen Norman Group, 2018.
- Certificate in UX Design and Research, Billy Blue College of Design, 2014.
- Certificate III in Design Fundamentals, Billy Blue College of Design, 2008.

Tools:

- Proficient with Adobe Creative Suite, including Photoshop, Illustrator, IND, and XD.
- Experienced with Axure RP Pro, Invision, Sketch, Miro, and Figma.
- Confluence, JIRA, MS Teams.

Methodologies:

- Design thinking, Human-centred design, Lean UX.
- Proficient in Agile methodologies including Kanban and Scrum.
- Qualitative and quantitative research strategies.

Technical Skills:

- Creation of user flows, personas, journey maps, information architecture, low fidelity and high fidelity UI designs and prototypes, conducting research, and usability testing.

Applied Skills:

- Led a diverse team to drive a successful digital transformation project at AICD, resulting in increased membership growth and improved website functionality.
- Conducted thorough user research, identifying key challenges and opportunities for improvement, leading to strategic solutions that enhanced AICD's digital presence and member engagement.
- Played a key role in updating AICD's member acquisition strategy, ensuring consistency and effectiveness across all digital applications during the Member Portal project.
- Led the redesign of IoT Connection Manager application at Telstra, resulting in improved user experience and accessibility, with compliance to WCAG 2 standards.
- Conducted an in depth heuristic analysis of telstra's website and enterprise offering which led to the development of a Mobility Recommendations Tool. Aimed at improving customer understanding of products, this tool will be implemented as a part of the telstra website redesign project.
- Utilised my comprehensive understanding of Behavioral Psychology, acquired through a BS degree, to develop effective research strategies and design questionnaires for usability testing and research purposes, ensuring thorough data collection and analysis.

**Recent experience:**

Senior Experience Designer & Delivery Representative

Westpac Group, Sydney, Australia

July 2024 - Present

- Strategic thinking as well as hands on design work - Helping to explore and define the problem to be solved, with a focus on informing and supporting project roadmap.
- Working closely with the Service Team Lead to align digital delivery decisions with experience design and platform strategy to help inform discovery of strategic initiatives.
- Individual mentoring and coaching responsibilities. Actively developing other designers to support growth opportunities.
- Supporting the team with design direction. Balancing delivering fast speed with high-quality experience.
- Driving improvements in the ways of working.

UX Design Lead

Telstra, Sydney, Australia

August 2021 - June 2024

- Gathered user requirements, translating them into design solutions through human-centred design methods and workshops, resulting in a reduction in support tickets for the IoT Connection Manager team (ICM).
- Planned, prepped, and ran user research activities including interviews, contextual inquiries, and usability testing, leading to a redesign of the ICM navigation to improve usability.
- Implemented WCAG 2 accessibility standards into the design and development process of ICM, ensuring compliance with accessibility guidelines.
- Championed the adoption of best practices in UX/UI design, including user-centred design methodologies, persona development, and user story creation, to ensure the delivery of a user-friendly and accessible dashboard experience for ICM.
- Contributed to the creation of training materials and resources on accessibility guidelines and best practices, empowering team members to design and develop accessible features for ICM.
- Conceptualized and spearheaded the development of the Mobility Recommendations Tool for Telstra enterprise customers, addressing customer pain points and enhancing product understanding.
- Contributed to the overall enhancement of Telstra's enterprise mobility offerings by championing innovative solutions and driving continuous improvement initiatives while collaborating with external teams.

Enterprise Experience Designer

Australian Institute of Company Directors, Sydney, Australia

September 2016 - March 2021

- Led a cross-functional design team composed of AICD project delivery team, North Design Studio, Expiry UX Research, and Biztech Technical Build to drive the successful digital transformation project.
- Established project goals and KPIs, including achieving a Net Present Value of \$2.7m, a 6.8% uplift in membership growth over four years, and improvements in search functionality, navigation, and mobile experience.

- Conducted comprehensive user research, including interviews with participants, key stakeholders, and customer-facing representatives, resulting in a deep understanding of customer needs, pain points, and expectations.
- Managed the redesign project through various phases including planning, design, implementation, and testing, ensuring all stakeholders' requirements were met.
- Conducted usability testing with AICD members to validate the effectiveness of design changes and gather feedback for further enhancements.
- Successfully delivered UI updates and enhancements as part of the Web2020 digital transformation, contributing to a modernised and user-friendly online experience for AICD members and prospects.
- Redesigned the ecommerce conversion funnel as a part of the digital transformation project, better integrating the member experience, improving functionality, and increasing visibility of promotions.

*References available upon request.*