

Professional Summary:

Dynamic and results-driven lead UX designer with over eight 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 to drive successful digital transformation projects and achieve ambitious project goals. Seeking a senior or lead role with a reputable company in Sydney, offering the opportunity to apply strategic leadership skills and drive continuous improvement in user experience design.

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.

Design Tools:

- Proficient with Adobe Creative Suite, including Photoshop, Illustrator, and XD.
- Experienced with Axure RP Pro, Invision, Sketch.

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 brand guidelines, 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.
- Developed Telstra's Mobility Recommendations Tool, improving customer understanding of products and driving continuous improvement through collaboration and user-centric design principles.
- 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:

UX Design Lead

Telstra, Sydney, Australia

August 2021 - Present

- Gathered business and user requirements, translating them into design solutions through human-centred design methods and workshops, resulting in a 15% decrease in bounce rates.
- Planned, prepped, and ran user research activities including interviews, contextual inquiries, and usability testing, leading to a 25% increase in task completion rates.
- Implemented WCAG 2 accessibility standards into the design and development process of ICM version 2, ensuring compliance with accessibility guidelines and improving inclusivity for users with disabilities.
- 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.
- 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 needs and enhancing product understanding.
- Contributed to the overall enhancement of Telstra's enterprise mobility offerings by championing innovative solutions and driving continuous improvement initiatives.

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.
- Achieved project goals of increasing retention from 86.0% in 2020 to 89.6% in 2024, alongside other key performance indicators such as uplift in automated renewals and enhanced search functionality.