
about

I am a **Product Design Lead** specialising in the end-to-end design process.

With over 8 years industry experience, I pride myself on my meticulous attention to detail and ability to lead, both autonomously and driving a supportive team.

I find people overcomplicate problems and often lack a simple solution, I analyse data and compound it with customer insights to ensure all my designs are clear, simple and empathic to both customer and commercial applications.

education

2019. Front-end Development

SuperHi College

2016. Graphic Design

Shillington College

2014. Self Development

Landmark Forum

Landmark Advanced

2013. Short Course

RMIT Business Writing

2012. Bachelor Degree

RMIT Bachelor of

Communications/Creative

Advertising

Achievements

Top Shillington Folio of 2016

Rookies, student of the year finalist

Winner of Design Awards banking

skills

Design Software

Fluent: Sketch, Figma, After Effects, Adobe Illustrator, InDesign, Photoshop, Studio

Fair: HTML, CSS, SASS

UX Tools

Invision, Abstract, Balsamiq, Zeplin, Mailchimp, Flinto, Avocode, Axure

Tech / CMS Systems

Wordpress, Shopify, Magento, Lotus Notes, AEM, React, Angular 4, Prismic, Ref-app

Organisational Tools

JIRA, Basecamp, Google Docs, ZenDesk, Salesforce, Asana, Trello, Confluence

Measuring Tools

Google Analytics, Lexa, Crazy Egg, Optimizely, Buffer, Bitly

clients

THE ICONIC (ZALORA)

AMP bank

Macquarie bank

Freelance

Concrete Playground

Soapbox

Ernst and Young

My Health Record (DOH)

Asahi / Schweppes

RMIT University

BMW

Yoke

NAB Bank Financial Planners

Australian Galleries

Kay and Burton

Worksafe Australia

JR Richardson

WeAreDigital

Levi's

Country Road

Bondi Sands

Scanlan and Theodore

Clemenger BBDO

Corona Beer

COMPARE ASIA GROUP
Principle Product Designer

dec 2019 - current

- × Building process to optimise designers' day-to-day workflow and maximise engagement while reducing duplicated efforts
- × Defining clear metrics of success and ensuring designers align with them
- × Introducing design tools to solve pain points that all country designers are facing
- × Unifying design language across platforms by creating a design system (currently in audit phase)
- × Implemented regular design critiques or feedback sessions to encourage collaboration and consistency
- × Responsible for all Design Operations

MACQUARIE GROUP
Snr Product Designer (contract)

may 2019 - dec 2019

- × Led key projects in personal banking team such as IA of mobile app
- × Created the task centre, a new and complex feature for personal banking that was used as a way for the bank and customer to communicate
- × Responsible for both projects being delivered on time and on budget
- × Creating design community with-in a segmented design team

THE ICONIC (ZALORA)
Product Design Lead

july 2018 - dec 2019

- × Ran quarterly Google design sprints to test the validity of features
- × Responsible for leading execution across all phases of the design process
- × Managed multiple designers in cross functional squads
- × Responsible for the creation of THE ICONIC design system and led the project from the back log to the company's most important project
- × Redesigned THE ICONIC app end-to-end using the new design system
- × Led the end-to-end beta release for THE ICONIC's new product called 'Edit' (a subscription based purchase model whereby clothing is chosen for you by a personal stylist)

AMP Bank
UX UI Design Lead

july 2017 - july 2018

- × Lead designer on the My AMP project and successfully launched the new e-banking platform increasing NPS score from -11 to +8
- × Conducted comprehensive customer research for the online e-banking portal, MY AMP and took this through to the end-to-end design process
- × Continued to evolve the design baseline whilst maintaining the desktop, mobile and app Sketch libraries
- × Managed design activities of all cross functional squads; such as leading design critiques, stand-ups and removing any blockers
- × Supported the management of resource capacity, capability planning and budget management for all digital solutions
- × Responsible for recruitment of designers
- × Provided direction and sign off on initiatives that were customer facing

Ernst and Young
Senior UX and Digital Designer

oct 2015 - july 2017

- × Responsible for delivering the Schweppes B2B ecommerce portal, RMIT digital strategy, BMW Genius customer experience strategy and launch Australia's government online digital record, 'My Health Record'
- × Created wireframes, storyboards, user flows, process flows and site maps
- × Utilised research findings to develop journey maps, process flows, personas, product improvements and creating end-to-end customer experiences for responsive sites, Android and iOS Apps that are desired to the customer, feasible and deliver business value
- × Collaborated closely with Product Owners, Front-End Designers, Engineers/ Developers, QAs and other Marketing/ Technology specialists
- × Lead Design thinking workshops to help frame and solve problems