



Howdy, I'm Angus

Bachelor of Design (Communication Design)
Swinburne University of Technology

I'm a bit of a design all-rounder. I've worked on digital experiences used by millions of Australians for the past 3+ years – and love diving into tricky problems, boiling down abstract ideas into a clear direction and using tech to make things easier.

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UX Designer, RACV (Royal Automotive Club of Victoria)

2021 – Present

RACV's extremely broad product set meant that I've been able to work on a huge variety of projects. And have seen a lot of professional growth in terms of moving from an individual contributor to more of a project lead – really owning streams of work and establishing ways of working with the wider business. Some stand outs are:

- Streamlining user journeys into insurance quote flows with needs based selectors. Taking the guess work out of it and ensuring users were getting pre-qualified for the correct product we saw a 33% increase in policies purchased.
- Assisted senior leadership with a number of strategic pieces. Taking roadmaps or strategies and conceptualising them as a product, platform or vision – which has lead to executive buy in and funding for initiatives such as developing a new mobile digital channel and design sprints to shape RACV's position in the electric vehicle space.
- Led the refresh of RACV's long form content experience – which had huge upsides for the business. Improving average time spent reading articles from 3 to 6 minutes and increased average monthly conversions attributed to the content hub by 35%.
- Have had the opportunity to try my hand at people leadership – being responsible for 2 graduates in our team. Providing a fresh set of challenges and an interesting mind-set shift for myself, which I'm really enjoying.

UI / UX Designer, NAB (National Australia Bank)

2019 – 2021

While at NAB I was predominantly embedded in their mobile team working on new features in their native apps, however also took on some projects across web, employee experience and DesignOps, some key initiatives were:

- Oversaw the design and documentation of new design system components for NAB's native mobile apps – and worked to establish the process of how these would continue to get developed. Improving the visual and interaction design, plus dramatically improving the accessibility of these building blocks that will be used moving forward.
- Designed and delivered a number of home loan self-servicing features, from simply fixing your interest rate to complex multi-user flows where parties needed to interact with each other via their app to make decisions. Providing customers with significantly greater control over their loan in-app.
- Unearthed a number of pain points with everyday bank account actions. Leading to an overhaul of the app's key experiences – stripping back the visual clutter and elevating the once hard to find information and actions to meet user expectations.

Digital Designer, ONETOO

2018 – 2019

ONETOO is small design agency working mostly with small businesses, I worked with them on branding and web design. Taking clients through branding exercises, visually conceptualizing their brand, and translating that into a web context – plus building sites using Webflow.

Marketing Assistant, Young Folks Digital

2018 – 2019

Young Folks Digital is a small marketing agency, I came on part time to help the agency move along some large projects. These included things like contributing to the writing of over 150 search engine optimized Youtube descriptions and performing design & SEO audits – with a particular focus on improving the UX & conversion rates for e-commerce clients.