

Anthony Drane

Senior UX & Product Designer

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EXPERIENCE

Service NSW / Senior Product Designer

FEB 2020 - PRESENT, SYDNEY

Service NSW makes it easier for citizens to access government services. I perform end-to-end research & design on the Mobile App.

- Led the design of an internal GEL website for designers & engineers to consume styles, components & content guidelines.
- Currently problem-solving for our digital licences & credentials: Driver Licence, Photo Card & Working With Children Check.

Link Group / UX Designer

JUN 2018 - FEB 2020, SYDNEY

Link Group build and administer share registry, corporate market & superannuation solutions. I conducted diverse design activities across a range of mobile, and web, fin-tech products.

- Led redesign of complex investment module, 'Ownership' (500+ clients), for flagship product miracle. Gathered requirements, ideated solutions, ran workshops, crafted & annotated Hi-Fi mockups, documented rationale, reviewed B.A. user stories, presented & supported delivery. Shipped Q1, 2020.
- Co-designed 350+ screen mobile app for a white-label super-annuation clients, built and piloted during 2020.
- Acted as an internal consultant, for various teams and initiatives.

ProAuto Group / Product Designer (Contract)

NOV 2017 - MAR 2018, CHULLORA

ProAuto Group are automotive dealers, re-imagining workflows with technology. I owned the design process for a concept app which supports the road-to-sale & generates useful data.

- Mapped operations via interviews, contextual inquiry & documentation review, addressing pain points & opportunities.
- Prioritized features for MVP, crafted wireframes and interactive prototypes, incorporating periodic testing & business feedback.
- Facilitated the creation of a business model canvas, crafted a detailed service blueprint and outlined next steps.

BECOME Education / UX/UI Designer (Contract)

MAR 2018, MANLY

BECOME is creating programs for student career exploration. I absorbed existing research to rapidly generate MVP UI concepts.

- Workshopped personas & user journeys with stakeholders.
- Ideated features, pages & flows to kick-start their web-app design process, utilising a blend of proven & bespoke patterns.

OTHER PROFESSIONAL EXPERIENCE

- **City Water Technology / UX Consultant** / NOV 2017
- **Channel 9 / News Video Editor** / SEP 2013 - FEB 2018
- **2MCE / Radio News Journalist** / JUN 2012 - JUL 2013

EDUCATION

General Assembly / UX Immersive

2017, SYDNEY

Charles Sturt University / B. Communications (Journalism)

2017, SYDNEY

CERTIFICATES & TRAINING

- **Lens 10 / Google Analytics 360**
- **Intopia / Designing for Accessibility**
- **U. Georgia Tech / HCI**
- **FreeCodeCamp / Front-end Dev**
- **U. Helsinki / Object-Oriented Prog.**
- **U. CWR / Inspiring Leadership**
- **U. San Diego / Learning how to learn**

SKILLS

- Stakeholder engagement
- Project roadmaps & strategy
- Heuristic evaluations
- Interviews & contextual inquiry
- Surveys & card sorting
- Usability testing & discussion guides
- Personas, journey maps & user flows
- Collaborative design & workshops
- Ideation & prioritization
- Wireframing & prototyping
- User stories, AC's & agile delivery
- Assets, presentations & walkthroughs
- HTML, CSS & Javascript

TOOLS

Sketch, Figma & XD • Miro • JIRA • Google Analytics • Fullstory • Askable • InVision • Abstract • Balsamiq • Adobe CC (AI, PS, AE, PR) • Optimal Workshop • Trello • Dev Tools • Slack • AzureOps • Visual Studio

ACTIVITIES

- **NSW Dept. Customer Service, Sludge-a-thon** (2021)
- **Service NSW Design Guild, GEL & research working groups** (2020-21)
- **Rough Edges, Filmmaker** (2019)
- **IxDA, Research mentoring circle** (2018)
- **Conferences**, various (2016-present)