Anthony Drane
UX & Product Designer

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EXPERIENCE

Service NSW / Senior Product Designer
FEB 2020 - PRESENT, SYDNEY

Link Group / UX Designer
JUN 2018 - FEB 2020, SYDNEY

Link Group build and administer share registry, corporate market & superannuation solutions. I acted as an internal UX consultant across a diverse range of mobile and web, fin-tech, products.

- Led redesign of complex investment module, 'Ownership' (500+ clients), for flagship product miraqle. Gathered requirements, ideated solutions, ran workshops, crafted & annotated Hi-Fi mockups, debated & documented rationale, reviewed B.A. user stories, presented & supported delivery. Shipped Q1, 2020.
- Co-designed a 350+ screen interactive prototype for a white-label superannuation mobile app, working in sprints.
- Over a range of products: strategy, workshops, interviews, heuristic evaluations, surveys, competitive analysis, user-flows, card sorting, user testing (internal), HTML/CSS & more.

ProAuto Group / Product Designer (Contract)
NOV 2017 - MAR 2018, CHULLORA

ProAuto Group are automotive dealers, re-imagining operations with technology. I owned the design process for an app that supports the road-to-sale & generates useful data.

- Mapped workflows via interviews, contextual inquiry & documentation, addressing pain points & opportunities.
- Prioritized features for MVP, made wireframes and click-able prototypes, incorporated periodic testing & business feedback.
- Facilitated the co-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 building a paradigm-shifting career exploration web-app. I absorbed existing research & rapidly generated UI concepts to give form to digital touchpoints for student learning.

- Workshopped personas & user journeys with stakeholders.
- Ideated features, pages & flows to kick-start their 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)
2011 - 2013, BATHURST

CERTIFICATES & TRAINING

- **Intopia** / Designing for Accessibility
- **U. Georgia Tech** / HCI
- **FreeCodeCamp** / Front-End Dev
- **U. Helsinki** / Object-Oriented Prog.
- **U. CWR** / Inspiring Leadership (EQ)
- **U. San Diego** / Learning how to Learn

SKILLS

- Stakeholder engagement & workshops
- Project roadmaps & strategy
- Heuristic evaluations
- Interviews & contextual inquiry
- Usability testing
- Personas & journey maps
- Collaborative design
- Ideation & prioritization
- User flows & stories
- Wireframing & prototyping
- Assets, presentations & walkthroughs

TOOLS

Adobe XD • Sketch • InVision • Abstract • Balsamiq • Illustrator • Photoshop • JIRA • Trello • Miro • Optimal Workshop • Slack • AzureOps • Google Analytics • HTML/CSS • Javascript • Developer Tools • Visual Studio • Premiere Pro • After Effects • Final Cut

ACTIVITIES

- **UX Australia**, design leadership (2020)
- **Rough Edges**, volunteer filmmaker (2019)
- **General Assembly Alumni**, mentor & portfolio reviewer (2019)
- **IxDA**, mentoring research circle (2018)
- **SXSW**, interactive conference (2017)
- **2MCE**, cadetship program mentor (2013)