

# ANTHONY DRANE UX DESIGNER

*I'm a Sydney-based UX Designer with a background in journalism & media production. While the journalist in me discerns meaningful insights from data, the designer in me utilises divergent and convergent thinking to solve human problems in innovative ways.*

## DESIGN EXPERIENCE

### UX Designer // Link Group (LNK) (Jun 2018-Present)

Link group build and administer financial solutions in the corporate market, superannuation and share registry space. In a team of two, I deliver UX across a range of high-volume products.

- Designed super & pension native whitelabel mobile application: a 200+ screen prototype in consultation with PM's & developers.
- Designed client's upcoming corporate websites, including APSS & Ness Super; constructing IA, layout, wireframes & styleguides.
- Streamlined a major internal process to save time & reduce costs.
- Styled custom websites for a variety of brands using HTML/CSS.

### UX/UI Designer (Contract) // BEcoME. Education (Feb-Mar 2018)

BEcoME. is building a paradigm-shifting career exploration app. I absorbed pre-existing research & generated high-level concepts that brought disparate modules into a flowing, single-page UI.

- Workshopped personas & user journeys with stakeholders, mapping emotions, desired outcomes & needs throughout.
- Conceptualised features, pages & flows to kick-start their design process, utilising a blend of proven and purpose-built patterns.

### UX Designer (Contract) // ProAuto Group (Nov 2017-Mar 2018)

ProAuto is a group of automotive dealers who are re-imagining their day-to-day processes with technology. I owned the design process, from discovery to testing, of an application that supports the road-to-sale & generates meaningful data for dealers & OEM's.

- Conducted stakeholder & user interviews, as well as reviewing documentation, to gain qualitative data & define user journeys.
- Analysed competitors & comparators, synthesizing findings to generate a vision for MVP and define potential business models.
- Crafted detailed wireframes and clickable prototypes across all app wings; incorporating periodic testing, feedback & iterations.
- Created documentation & gave presentations to sell the design & outline implementation next-steps to key stakeholders.

### UX Consultant (Project) // City Water Technology (Nov 2017)

CWT is a small water treatment consultancy. I collaborated on a website strategy that adapted to organisational changes.

- Created a content strategy to engage clients; simplifying the IA, shifting from quantity to quality, and meeting user needs.
- Conceptualised self-referential & research-backed modules, which build the profiles of engineers in relation to notable case studies & skills, alongside timely calls-to-action.

## OTHER PROFESSIONAL EXPERIENCE

### Non-Linear Editor & MEX // Channel 9 News (Sep 2013-Present)

- Designing & editing major stories, features, specials, and overlay for quick-turnaround on live national news broadcasts.
- Working collaboratively and independently, solving creative storytelling problems with award-winning journalists.
- Leading morning shifts; ensuring work is assigned & at standard.
- Conducting various operational duties around the ingestion, organisation and monitoring of incoming & outgoing media.

### Radio News Cadet (Journalist) // 2MCE (Jun 2012-Jul 2013)

- Independently researched, produced, wrote & presented back-to-back community news bulletins, live, to Central-West NSW.
- Sourced news, conducted interviews, wrote stories to format, designed rundowns and presented using professional hardware.

## CONTACT

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## EDUCATION

### General Assembly // 2017

- User Experience Design Immersive

### Charles Sturt University // 2011-2013

- Bachelor of Communications (Journalism)

### Certificates // 2014-Present

- Front-End Development – FreeCodeCamp, Online (2016)
- Object Oriented Programming P1 – University of Helsinki, Online (2015)
- Inspiring Leadership Through Emotional Intelligence – Case Western Reserve University, Coursera (2014)
- Learning How to Learn – UC San Diego, Coursera (2014)

### SHORE School // 2002-2009

- Australian Tertiary Admissions Rank 92.3

## SKILLS

Business & Market Analysis  
Surveys, Interviews & Contextual Inquiry  
Research Synthesis  
Flows, Scenarios & Journey Maps  
Ideation & Collaborative Design  
Sketching, Wireframing & Prototyping  
Prototype Testing  
Service Blueprints  
Business Strategy  
Writing & Presenting

## TOOLS

**Master:** Sketch, Invision, Balsamiq, Adobe XD, Illustrator, Photoshop, Premiere / CSS & HTML / Realtime Board, Optimal Workshop

**Competent:** Axure, Omnigraffle / JIRA, Asana / Javascript / InDesign, Final Cut Pro

**Beginner:** JQuery / After Effects

## ACTIVITIES

- Member, IxDA Mentoring Circle - 'Research Group' (2018)
- Runner for 'Getaway', TropFest Film Festival Entrant (2018)
- SXSW Conference, Texas (2017)
- Mentor to Jnr Radio Cadets, 2MCE (2013)
- Directed & acted in 'Forty,' Winner CSU Wingman's Short Film Competition (2012)
- Volunteer Graphic Designer, Project Futures (2011)

## INTERESTS

- Documentaries, Film & Videography.
- Philosophy, Psychology & Futurism.
- I play guitar, read, roll jiu-jitsu & meditate.