ANTHONY DRANE UX DESIGNER

I'm a Sydney-based UX Designer with a background in Media & Journalism. I believe user-centred, research-backed design is responsible for sustainable business and facilitates social progress. I'm motivated to fail fast, cheap and early, as well as investigate and collaborate with as many stakeholders, users & designers as feasible to get the right design before getting the design right.

DESIGN EXPERIENCE

UX/UI Designer (Contract) // BEcoME. Education *(Feb-Mar 2018)*
BEcoME. is building a paradigm-shifting career exploration app, preparing critical-age students for the new world of work. 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 innovative features, pages & flows, in the form of wireframes & presentations, utilising a blend of proven design patterns and purpose-built creative elements.

UX Consultant // 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 business model definition.
- Created detailed wireframes and clickable prototypes across all app wings; incorporating periodic testing, feedback & iterations.
- Created documentation & gave presentations to sell the design's potential & outline implementation next-steps, including service blueprints across all wings.

UX Consultant // City Water Technology *(Nov 2017)*
City Water Technology is a small water treatment consultancy. I collaborated on a website redesign for business development - to which a budget has been allocated for implementation.
- Created a content strategy to engage clients; simplifying the information architecture, shifting from quantity to quality and ensuring qualifying content is adaptable to varying user needs.
- Conceptualised self-referential & research-backed modules, which build the profiles of engineers in relation to notable case studies & skills, with timely calls-to-action.

OTHER PROFESSIONAL EXPERIENCE

Non-Linear Editor // Channel 9 News [NEC] *(Feb 2015-Present)*
- Designing & editing lead stories, features, and overlay to high standards for quick-turnaround on national news broadcasts.
- Working collaboratively and independently, solving creative storytelling problems with award-winning journalists.
- Leading morning shifts; ensuring work is assigned, feasible, at high standards and published before deadlines.

***Media Exchange Operator //** Channel 9 News (Sep 2013-Jan 2015)*
- Conducted various operational duties around the ingestion, organisation and monitoring of incoming & outgoing media, dealing with complex routing tech in a fast-paced environment.

Radio News Cadet (Journalist) // 2MCE *(Jun 2012-Jul 2013)*
- Independently produced, wrote and presented back-to-back live community news bulletins, daily, to Central-West NSW.
- Sourced news, designed rundowns, conducted interviews, wrote stories to format and operated professional hardware & software.

CONTACT

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EDUCATION

General Assembly // **2017**
- User Experience Design Immersive

Charles Sturt University // **2011-2013**
- Bachelor of Communications (Journalism)

SHORE School // **2002-2009**
- Australian Tertiary Admissions Rank 92.3

Certificates // **2014-2017**
- 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)

SKILLS

Business & Market Analysis
Research Synthesis & Strategy
Flows, Scenarios & Journey Maps
Concept & Function Maps
Ideation & Collaborative Design
Sketching, Wireframing & Prototyping
Usability Testing
Service Blueprinting
Writing & Presenting
Project & Time Management

TOOLS

Master: Sketch, Invision, Balsamiq || Pen & Paper || Velocity ERX, Adobe Premiere Pro
Intermediate: Adobe XD, Axure, Anima, Omnigraffle || HTML, CSS, Javascipt || InDesign, Photoshop, Illustrator, Final Cut Pro, Microsoft Visio
Beginner: JQuery, After Effects

ACTIVITIES

- Runner for 'Getaway', TropFest Film Festival Entrant (2018)
- SXSW Conference, Interactive & Film, Texas (2017)
- Mentor to Jnr Radio Cadets, 2MCE (2013)
- Director of 'Forty,' Winner CSU Wingman Festival'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.