

# Anthony Drane

## UX & Product Designer

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### EXPERIENCE

#### Service NSW / Senior Product Designer

FEB 2020 - PRESENT, SYDNEY

Service NSW makes it easier to access government services. I perform end-to-end research and design within the website team.

#### 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 consultant across a diverse 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, debated & documented rationale, reviewed B.A. user stories, presented & supported delivery. Shipped Q1, 2020.
- Co-designed 350+ screen mobile app for a white-label superannuation clients, built and piloted during 2020.
- Acted as an internal consultant across a diverse range of fin-tech, products. Activities: strategy, interviews, heuristic reviews, surveys, IA, user-flows, usability testing, 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 a concept app which supports the road-to-sale & generates useful data.

- Mapped workflows 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 co-design 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 shifting the paradigm of 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)

2011 - 2013, BATHURST

### CERTIFICATES & TRAINING

- **Lens10** / Google Analytics 360
- **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
- Project roadmaps & strategy
- Heuristic evaluations
- Interviews & contextual inquiry
- 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

### TOOLS

Adobe XD • Sketch • InVision • Abstract • Balsamiq • Illustrator • Photoshop • Miro • Optimal Workshop • Fullstory • JIRA • Trello • Slack • AzureOps • Google Analytics 360 & Data Studio • HTML/CSS • Javascript • Visual Studio • Dev Tools • Premiere Pro

### ACTIVITIES

- **Service NSW**, Mentorship & Guild (2020)
- **Rough Edges**, Volunteer filmmaker (2019)
- **General Assembly Alumni**, Mentor & portfolio reviewer (2019)
- **IxDA**, Research mentoring circle (2018)
- **Conferences (various)** (2016-present)
- **2MCE**, Cadetship program mentor (2013)