

# 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 // 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 and 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-Mar 2018)

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 journalists and producers.
- 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.

## EDUCATION

### General Assembly // 2017

- User Experience Design Immersive
- ### Charles Sturt University // 2011-2013

- Bachelor of Communications (Journalism)

### Self-Directed Learning // 2014-2017

- Front-End Development - FreeCodeCamp (2016)
- Object Oriented Programming P1 - University of Helsinki (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

## CONTACT

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## 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, Javascript || 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 & Videography.
- Philosophy, Psychology & Futurism.
- I play guitar, read, roll jiu-jitsu & meditate.