

Anthony Drane

UX & Product Designer

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WORK EXPERIENCE

Link Group / UX Designer

JUN 2018 - PRESENT, SYDNEY

Link Group build and administer share registry, corporate market & superannuation solutions. I deliver UX across a range of their mobile, and web, financial technology products.

- Led redesign of complex 'Ownership' module (500+ clients) for flagship product, miracle. Gathered business requirements, ideated solutions, ran workshops/design jams, crafted & annotated Hi-Fi mockups, debated & documented rationale, reviewed BA user stories, presented designs, achieved sign-off & supported development. Product to ship Q4, 2019.
- Co-created a 350+ screen interactive prototype for a white-label superannuation mobile app, working in sprints.
- Over a range of solutions: project strategy, interviews, card sorting, surveys, heuristic evaluations, competitive analysis, user & wire-flows, wireframes/prototypes, (intra-office) user testing, design system workshop, visual design, HTML/CSS ++

BEcoME. Education / UX 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.

ProAuto Group / UX Designer (Contract)

NOV 2017 - MAR 2018, CAMPBELLTOWN

ProAuto is a group of automotive dealers re-imagining day-to-day processes with technology. I owned the design process for an app that supports the road-to-sale & generates useful data.

- Mapped workflows via synthesis from interviews, contextual inquiry & reviewing documentation.
- Analysed competitors & comparators to determine value proposition & define potential business models.
- Prioritized features for MVP, made wireframes and click-able prototypes, incorporating periodic testing & feedback.
- Crafted service blueprint and presented to stakeholders.

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

- **FreeCodeCamp** / Front-End Dev.
- **U. Helsinki** / Object-Oriented Prog.
- **U. CWR** / Inspiring Leadership
- **U. San Diego** / Learning how to Learn

SKILLS

- Stakeholder engagement & workshops
- Project roadmaps & strategy
- Heuristic evaluations
- Competitive/comparative analysis
- Interviews & contextual inquiry
- Personas & journey maps
- Collaborative design
- Ideation & prioritization
- User flows & stories
- Wireframing & prototyping
- Usability testing
- Deliverables & presentations

TOOLS

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

ACTIVITIES

- General Assembly Alumni Program, Mentor & Portfolio Reviewer (2019)
- IxDA Mentoring Circle, Research Group Member (2018)
- SXSW Interactive Conference (2017)
- 2MCE Cadetship Program, Mentor (2013)