

# Anthony Drane

## UX & Product Designer

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### WORK EXPERIENCE

#### Link Group / UX Designer

JUN 2018 - PRESENT, SYDNEY

Link group build and administer financial solutions within corporate markets, superannuation and shares. In a team of two, I deliver UX across a range of high-volume products.

- Led design phases for a 300+ screen white-label mobile app to serve superannuation members, working with PM's & developers.
- Designed user-flows & wireframes for internal projects. e.g. a sales portal, 2-factor authentication & admin workflows.
- Designed client websites: IA, wireframes & style guides.
- Streamlined a major internal process to save time & costs.

#### BEcoME. / UX Designer (Contract)

FEB 2018 - MAR 2018, MANLY

BEcoME. is building a paradigm-shifting career exploration app. I absorbed pre-existing research & rapidly generated UI concepts to give form to digital touchpoints for students.

- Workshopped personas & mapped user journeys with stakeholders.
- Conceptualised features, pages & flows to kick-start their design process, utilising a blend of proven and purpose-built 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, from discovery to testing, of an application that supports the road-to-sale & generates useful data.

- Mapped internal processes through interviews, contextual inquiry and reviewing documentation.
- Analysed competitors & comparators to determine value prop & define potential business models.
- Prioritized features for MVP, then made wireframes and clickable prototypes incorporating periodic testing, feedback & iterations.
- Crafted service blueprint & gave presentations to sell the design & outline next-steps.

### 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

Q4 2017, SYDNEY

#### Charles Sturt University / B. Communications (Journalism)

2011 - 2013, BATHURST

### CERTIFICATES

- **FreeCodeCamp** / Front-End
- **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 • JIRA • Optimal Workshop • Realtime-Board • Illustrator • Photoshop • Visio • Premiere Pro • CSS • HTML • Javascript • Python (learning for data science) • Visual Studio Code • After Effects • Final Cut Pro • Trello • Slack • Omnigraffle

### ACTIVITIES

- IxDA Mentoring Circle, Research Group Member (2018)
- SXSW Interactive Conference (2017)
- 2MCE Radio Cadetship Program, Mentor (2013)