Tiara Dobbs

Lead/Senior Product Designer (UX/UI, Design Systems, Research)

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Professional Summary

Award-winning Senior Product Designer and Researcher (8+ years) delivering high-impact UX/UI across B2B SaaS, eCommerce, education, and architecture. End-to-end from product discovery to delivery: user research, design systems (tokens, variables), accessibility (WCAG 2.2 AA), and data-driven iteration. Proven outcomes: +300% engagement, 50%+ faster delivery, 25% fewer post-launch issues.

Skills: UX Design, UI Design, Interaction Design, Wireframing, Prototyping, Design Systems, Design Tokens, Accessibility (WCAG 2.2 AA), Product Discovery, User Research, Usability Testing, Heuristic Evaluation, Journey Mapping, A/B Testing, Product Analytics (funnels, activation, retention), Roadmapping, OKRs, Agile/Scrum

Tools: Figma, Framer, Sketch, Adobe CC, Jira, Confluence, Miro, HTML, CSS, JavaScript, Python, SolidWorks, Revit, Grasshopper, Canva, Shopify, WordPress, Squarespace, Xero, Mailchimp, Google Search Console

Experience

Lead Product Designer, Ankor Software
Jul 2022–Present, Sydney, Australia

- **Directed Product Design & Delivery:** Directed research and delivery of 5 web and mobile applications from concept to launch, guiding a 12-engineer team and shaping the long-term direction of two additional products using a combination of traditional design processes and AI-assisted workflows (LLM UX patterns, prompt design, evaluative prompts).
- **Championed User Research**: Planned and executed interviews, user testing, defined data funnel analysis, and workshops to inform roadmap decisions, securing approval for hundreds of new features through clear polished reporting and presentations to communicate research findings and actionable recommendations.
- **Pioneered Design Systems**: Built a design system (Figma components, design tokens, variables) cutting dev time 50%+ and reducing handoff errors 50%.
- **Strengthened Cross-Functional Collaboration**: Aligned product, engineering, and marketing teams by developing service design maps, leading workshops, and creating resources — contributing to a 50% reduction in customer churn within 3 months, whilst simultaneously fulfilling multiple design projects for the team,
- **Shaped Strategy & Planning**: **Led product discovery:** (stakeholder interviews, JTBD, usability testing, analytics funnels) and shipped 5 web/mobile apps, aligning a 12-engineer team; drove +300% engagement.
- **Mentored & Elevated Teams**: Guided a team of four junior UX researchers, improving quality scores by 40% and doubling productivity by refining usability studies, concept and competitive evaluations, literature reviews, diary studies, interviews, and surveys to strengthen design decisions and strategy.
- **Unified Brand & Marketing**: Aligned product and marketing messaging, increasing brand visibility and inbound leads by 30% in one quarter.
- **Instituted Quality Assurance & Testing:** Built and enforced a QA framework that caught UX/visual issues early, reducing post-launch bugs by 25%.

Additionally, stepped into roles such as Scrum Master and Project Manager, and represented Ankor at international boat shows, generating 200+ inbound leads and significant annual revenue.

Co-founder; concurrent, Fortified Oceanic
Apr 2023–Present, Sydney, Australia

- **Pioneered eCommerce Development**: Successfully launched an eCommerce platform and trade showroom featuring 4,000+ products, generating $1.8M+ revenue by year two.

- **Spearheaded Marketing & Content Creation**: Managed digital campaigns, social media, and video production, refining strategy through data-driven engagement tracking and visualisation, which led to two consecutive Local Business Award finalist placements.
- **Engineered Operations Optimisation**: Crafted and implemented scalable systems for operations, environmental monitoring, budgeting, and accounting, supporting over 600 B2B/B2C clients.
- **Architected Training & Enablement Programs:** Manufactured training resources, product documentation, and customer support materials that streamlined onboarding; new employees reported high satisfaction with the experience.
- **Proposed effective business partnerships:** Spearheaded data-driven presentations that **Secured supplier partnerships** (Awlgrip, International Paints) with data-driven proposals, expanding contract value **20%**.

User Experience Researcher & Designer, Freelance
Jan 2021–Jan 2022, Sydney, Australia

- **User Experience Research & Design:** Planned user experience and User Interface solutions for clients including Rightful, ARUP, UNSW, Sencity, and HiIQ by conducting usability studies, evaluations, and user research. Implemented recommendations that boosted client Net Promoter Score (NPS) by 30% or more.
- **Elevated Branding & Marketing:** Created and executed a comprehensive branding overhaul for Anna's Curtains, leading to a 40% increase in website traffic and generating over 500 new leads within a three-month period following implementation.

User Experience Researcher & Designer, PTW & Scott Carver
Jul 2017–May 2022, Sydney, Australia

- **Developed Advanced 3D Models:** Leveraged parametric and computational design to alleviate user experience and workflow issues such as conducting daylight analysis for sites, courtroom sightlines and emergency escapes.
- **Collaborated Across Disciplines:** Partnered with engineering, project management, and marketing teams across global time zones. Rework on projects dropped by 40% in comparison to other similar projects within the practice.
- **Drove Sector-Spanning Projects:** Contributed to the successful delivery of landmark developments including One Sydney Harbour (Barangaroo), Pitt Street Metro Tower, St Basil's Randwick Retirement Centre, and multi-school upgrades across Western Sydney.

User Experience Researcher & Designer, BVN & ARUP
Jan 2016–May 2017, Sydney, Australia

- **Orchestrated R&D Innovation:** Managed the development of indoor positioning systems with BVN and ARUP, leveraging commodity hardware and networking technologies. This research **produced two peer-reviewed publications and was presented at the 2019 CAADRIA Conference in New Zealand** demonstrating a strong ability to manage, synthesize, and analyze both quantitative and qualitative datasets, communication and writing abilities.
- **Developed Architectural Solutions:** Delivered award-winning outcomes using Revit, Grasshopper, and Python whilst creating visually polished, engaging and persuasive slide decks to communicate design direction.

Education

Bachelor of Computational Design (Hons) – UNSW, Australia

Bachelor of Architectural Computing – UNSW, Australia (Exchange, Hong Kong)

Bachelor of Mechatronic Engineering – UNSW, Australia, Partially completed (104/168 Units of Credit)

Selected Publications

CAADRIA 2019: Introduced a Method to Identify Face–To–Face Interactions using an Indoor Positioning System.
CAADRIA 2019: Explored Enhancing User Engagement in the Design Process through Augmented Reality Applications.
Read all publications