

# Tiara Dobbs

Product Design | User Experience Research | Business strategy

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## Professional Summary

Award-winning user experience designer and researcher with 8+ years of experience delivering high-impact digital and physical solutions across engineering, architecture, education, and yachting. Skilled in translating complex problems into clear, user-centered outcomes through end-to-end product execution. Equally comfortable driving strategy at the leadership level or conducting interviews and writing reports. Let me bring clarity to your complex problems, it's what I do best.

### Design Methodologies

- ✓ User Experience (UX) Design
- ✓ User Interface (UI) Design
- ✓ Wireframing & Prototyping
- ✓ Interaction Design
- ✓ Design Systems
- ✓ Accessibility (WCAG 2.0 AA)

### Product delivery

- ✓ User Research & Usability Testing
- ✓ Data Analytics | Maze |
- ✓ KPI & OKR Setting & Reporting
- ✓ Strategic Planning & Execution
- ✓ Agile Methodologies
- ✓ Product Strategy & Roadmapping

### Technical & Tools

- ✓ Figma | Framer | Sketch | Invision
- ✓ Adobe Creative Suite | Google Slides
- ✓ CSS | Java | HTML | Python | C#
- ✓ Asana | Jira | Confluence | Miro
- ✓ AI & Machine Learning Design
- ✓ SolidWorks | Revit | Grasshopper

## Experience

### Lead Product Designer | Ankor Software

July 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.
- **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:** Established and maintained reusable component libraries, improving consistency and reducing handoff errors by 50%, cutting development time by more than half in one year.
- **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:** Partnered with leadership to define product direction, OKRs, and KPIs, driving a 300% increase in platform engagement through long term design wireframes and a roadmap.
- **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 & Operations | Fortified Oceanic

April 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:** Delivered data-driven Google Slides presentations that secured business from major international suppliers including Awlgrip, International Paints, Altex, and Allnex, showcasing strong oral and written communication skills.

## User Experience Research & Designer | Freelance

Jan 2021 – July 2022 | Sydney, Australia

- **User Experience Research & Design:** Designed 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 user promoter scores by 30% or more.
- **Elevated Branding & Marketing:** Developed branding and marketing strategies for SMEs such as Anna's Curtains and HiIQ, driving record-high income, whilst creating visually polished, engaging and persuasive slide decks to communicate research findings.

## User Experience Researcher & Designer | PTW & Scott Carver

July 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

January 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.
- **Designed 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)

## 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.

**CAADRIA 2019:** Investigated the Integration of Voice Recognition and Gesture Control for Augmented Reality Interactions.

**CAADRIA 2019:** Researched the Integration of Haptic Interaction and Feedback in Virtual Environments to Enhance Immersive Experiences in Design Practice.