

CAREER PROFILE

Versatile design practitioner delivering enterprise grade solutions and UX involving digital transformations. A problem solver with a business minded approach and a passion for system development. Excellent knowledge of user centric design principles and building effective UI libraries. An efficient task manager who consistently delivers high quality work to schedule.

EXPERIENCES

Senior Product Designer

Jul 2018 - Present

The AOT Group & Helloworld Ltd | Melbourne, Australia

Leading end to end UX projects and overseeing the design transformation process across a suite of business systems and applications. Design and implementation of an enterprise UX Roadmap and Design Process. Delivering multiple key new products whilst simultaneously developing an enterprise design system for quality assurance. Facilitating key stakeholders through conveying the value of delivering design effectively to benefit the business.

Senior UI/UX Designer (Consultant)

Mar 2018 - Jul 2018

JeyLabs | Melbourne, Australia

Designing a complex, web based, dashboard product involving data visualisation. Consulting on the best UI practices for multiple portals specific to the telco space. Responsibilities included solving high impact usability problems, creation of a UI component library, collaborating and facilitating design workshops and implementation.

UI Designer

2016 - 2017

Live Holidays Group | London, UK

Responsible for improving interface design across multiple brands and project lead on CMS implementation. User persona research and testing to establish solutions best suited to the audience. Project managed and took the lead on design concepts. Aided implementation and translated tasks to an off-shore development team.

UI Designer

2010 - 2016

Cox & Kings, London, UK

Development of web pages, 80% UI and 20% UX design involving CMS and the intranet. Responsible for digital content planning, strategy and task managing developments. Creating new initiatives for the Cox & Kings website to continuously improve overall user experience and interaction, achieving longer visit times and lower bounce rates. A key member on the design of the new company website in 2014. Collaboration amongst senior team members to decide on the most suitable presentation of interfaces and content architecture on the website.

NOTABLE ACHIEVEMENTS

A list of recent accomplishments.

The AOT Group - Developed an enterprise design system alongside a component library and a global UX road map rolled out across a suite of products.

JeyLabs - Successfully establishing a new UI component system with human interface guidelines whilst at Jeylabs for effectively delivering UX in an agile environment.

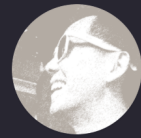
Cox & Kings London - Redesign of the Cox & Kings consumer platform with significant UX improvements, resulting in greater interaction times and aligning with the strategic objectives of the organisation.

Cox & Kings London - Developed a content strategy for Cox & Kings Travel to reduce sizeable bounce rates by 22% in two months by delivering improvements to the information architecture.

Developing AI Strategy - Passing with Mastery, recently completed industry recognised (by Amazon) RMIT shortcourse on how to successfully design and implement AI/ML products within an organisation.


PERSONAL ACHIEVEMENTS

Completed the Shine Night Walk for Cancer Research. A marathon distance walk through the streets of London, through the night in 10 hours.



WAILAW

Product Designer

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TECHNICAL COMPETENCIES

Experience Design
Rapid Prototyping
Design Systems
UX Research
Data Visualisation
Content Display Strategy (IA)
SASS
UX for CMS
Designing AI/ML Strategy

ESSENTIAL SKILLS

Managing end to end design projects
Solving high impact problems
Stakeholder Management
Design Pitch
Positively facilitating critical feedback

EDUCATION & CERTIFICATIONS

BA in Business Administration & Management

University of Northampton
1997 - 2000

Developing AI Strategy

RMIT Melbourne
2020

Umbraco CMS Certified Expert

Umbraco Training School
2017