

## **Education**

#### **University of Technology, Sydney**

2010 - 2014
Bachelor of Business
Bachelor of Science in I.T. (Dual degree)

# **Training**

- Nielsen Norman Usability Week 2015
  - The One-Person UX Team Toolbox
  - The Human Mind and Usability

## **Work Experience**

#### **ROSSUL - UX Designer**

January 2019 - Present

UX Design in a B2B agency environment.

- Liaising and collaborating with clients
- Analyzing requirements and creating empathy for user needs
- Giving and receiving feedback with clients and colleagues and articulating design decisions

### iVedha - UX Designer

June 2017 - Dec 2018

Shaping the user experience of a complex, B2B SaaS application for cloud service providers and I.T. companies/departments, while also working on external projects.

- Generative research utilising subject matter experts and secondary research
- Using co-creation techniques
- Working collaboratively with a technical team on a technical product

### Service Seeking - UX Researcher

February 2014 - February 2016

Understanding the omnichannel user experience of a services marketplace (B2C and B2B) and advocating for user needs.

- Planned, conducted, analysed, synthesised and socialised generative and evaluative research (including methods such as interviews, regular usability testing, surveys etc. and artefacts such as personas and experience maps)
- Facilitated ideation workshops/design studios
- Collaborated closely with cross-functional colleagues