

# Griffen Edge.

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A driven **User Experience Designer** with a passion for ambitious, human-centred design. Experienced in all stages of the design process, from research to delivery, and enthusiastic about transforming tech to empower everyday people.

## EDUCATION •

**Bachelor of Design Computing** (Human-Computer Interaction)  
University of Sydney • Mar 2018 – Jun 2021

- Certificate of Recognition: Student Mentor | Apr 2020
- Vice Chancellor's Global Mobility Scholarship | Jun 2019
- Best Product Design Award in Physical Computing | Nov 2018

**Student Exchange Programme** (Product Design & Cognitive Science)  
University of Sussex (UK) • Sep 2019 – Jan 2020

## EXPERIENCE •

**User Experience Design Consultant**  
Avanade Australia • May 2023 – Present

Worked with a variety of clients across Government, Insurance, Health, and Resources to prioritise and elevate user experiences. Nominated as a GenAI Champion, recognising my effective experimentation with AI tools for rapid iteration in a range of scenarios.

*Selected project experience:*

Australian Federal Government Agency (UX/UI Design and Digital Accessibility)

- Led user experience design on a public-facing web app for small business owners and accountants that saw 10× user growth in 6 months.
- Worked closely with business and technical teams to design highly usable and WCAG accessible features that met both organisational and user needs.
- Developed and maintained Figma design system for app, ensuring alignment of designs with codebase to improve designer-developer communications.
- Spearheaded the implementation of both a new user-value focused feature and an app-wide responsive redesign to improve app accessibility and facilitate the varied digital resources of small businesses.
- Facilitated a project-wide design workshop to align all project members and establish priorities for the final phase of design and development.

Leading Health Insurer (Workplace Experience and Ways of Working)

- Conducted a comprehensive assessment of current workplace experience initiatives.
- Organised existing ways of working documentation to facilitate future evaluation.
- Analysed existing processes and identified opportunities for optimisation.

## College Digital Officer

Sydney Community College • Aug 2020 – May 2023

### Responsibilities:

- Redesigned *customer-facing website* to address long-standing usability and functional issues. This work included:
  - Scope identification including working with user groups and college management to develop a detailed brief of needs and intended outcomes.
  - Undertaking competitor and industry, best-in-class research, building design thinking into initial designs and low-fi mock-ups.
  - Prototyping and testing designs in Figma, testing design look, feel and logic with users.
  - Customising website design to reflect college brand, strategy and service delivery intent.
  - Addressing usability, design efficacy, accessibility, user experience and service delivery issues and incorporating design thinking into the website construction.
  - Identifying and building comprehensive user group profiles across college staff, and potential and existing students.
  - Testing designs throughout the process with user groups.
  - Integrating updated, modernised design, refreshing the design to be more current and relevant to user group profiles.
  - Iterating and ultimately finalising designs in Figma, transforming designs into code, testing and deploying changes, continuous improvement and ongoing maintenance.
- Designed, constructed and implemented a *student membership program* with a focus on ensuring that the college was able to maintain acceptable cost/profit margins whilst at the same time increasing student numbers. This work included:
  - Providing proof of concept & engaging with stakeholders to obtain approval and support.
  - Developing and executing a multi-channel digital marketing plan.
  - Designing the structure and governance of the program and design and construction of the technology solution.
- Managed relationships with key college staff, users and platform vendors. Initiated and maintained engagement of key user groups to encourage and sustain buy-in and commitment to the proposed new design.
- Full lifecycle of project management delivery including concept, scope, planning, schedule development, implementation, change adoption and post-implementation reviews.
- Continuous user experience analysis, issue identification and resolution. Using design thinking and processes to resolve these issues.
- Designed and delivered training to co-workers regarding the implementation of technical changes and workflow improvements.

### Achievements:

- Advocated for and significantly increased awareness of user-centred and accessible design throughout the organisation and digital projects, including developing a Figma design system.
- Utilised behavioural analytics and hot mapping to make data-driven UX design decisions that saw transactions increase by 16%.
- Achieved a 25% increase in organic website users by testing and executing improvements to information architecture, content design, and web performance.

### **Freelance User Experience Consultant**

Raytheon Australia • Jun 2019

- Facilitated an empathy and design workshop where I led an interdisciplinary team to develop a fundamental understanding of core UX concepts.
- Created detailed personas and persona-based walkthroughs with the team that guided the project.
- Performed iterative wireframing to identify and develop the best interface design patterns for the system.

### **Society President & Vice President**

Sydney University Experience Designers • Aug 2018 – May 2020

- Twice elected to lead an executive team of 14 to create an exciting and inclusive community of UX design students and alumni.
- Planned and organised industry networking nights, a 2-night camp, and social events leading to a 100% increase in member activity engagement and a 300% increase in overall activities held compared to prior executive teams.
- Led meetings with the executive team to create opportunities for student-industry relations, promote social participation and inspire students to take their design education beyond the curriculum.
- Created, designed, constructed, implemented and maintained the society website using HTML, CSS, JS, GitHub, and Netlify.

### **College Support Officer**

Sydney Community College • Dec 2016 – Aug 2020

- Fostered relationships with tutors and students to create memorable educational experiences.
- Maintained the comfort & safety of college campuses by managing classrooms & shared spaces.
- Performed administrative & IT duties, including co-ordinating classes & student communication.

### **CERTIFICATIONS •**

#### **LUMA Certified Human-Centered Design Practitioner**

LUMA Institute • Aug 2023

#### **Fundamentals of Digital Marketing**

Google Digital Garage • Feb 2021

#### **Enterprise Design Thinking Practitioner**

IBM • Sep 2020

#### **Certificate III in Live Production and Services**

NSW Department of Education • Dec 2017

## **VOLUNTEERING EXPERIENCE •**

### **Student Mentor**

University of Sydney: School of Architecture, Design, and Planning • Feb 2020 – Apr 2020

- Facilitated a group of 9 new Bachelor of Design Computing students in their transition to university.

### **Marketing Manager**

Canterbury Theatre Guild • Apr 2015 – Apr 2019

- Designed and coordinated marketing and online presence, including website and social media.
- Handled customer relations and social media campaigning resulting in a 16× audience increase.
- Operated and designed set lighting for productions.

## **SKILLS •**

- User research • Usability testing • Prototyping • Wireframing • User flows • Visual design
- Figma • Information architecture • Communication • Presentation • Collaboration

## **CONTACT DETAILS •**

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