

EXPERIENCE

● SENIOR UX DESIGNER

Qantas Money, Sydney
(Nov 2018 - present)

● UX/UI DESIGNER

Tabcorp, Sydney
(Nov 2014 - Nov 2018)

● UX DESIGNER

Blue Egg Agency, Sydney
(Sept - Nov 2014)

● GENERAL MANAGER

Kwik Kopy Print, Sydney
(Feb 2011 - Feb 2014)

● FOUNDER / MANAGER

Bluestone Cleaning, UK
(Feb 2002 - July 2009)

ROLE AND SUCCESSES

I work in a cross functional squad, designing for iOS, Android and responsive web. This year we released the new Qantas Travel Money apps and website with a total increase of 40,000 to 160,000 monthly active users. The app store rating rose from 2.6 to 4.6. The challenges have been managing stakeholders and pushing to iterate on work.

I worked in a cross-functional team designing end to end with a full UX/UI process, from research to release. I designed the UX/UI for iOS, Android and responsive web. Feature successes: Multiplier - 7% digital growth, 5.4 million used from 20,000 new customers over six months. Multi Builder, in one month, 25,000 multi's placed with a turnover of \$320,000.

A contract designing a new website for Woolmark. Working with stakeholders and previous research I created personas, user flows, the information architecture and early designs for the site.

I managed a print business with a goal to increase sales. I grew revenue by 30% each year over three years. I worked in all areas of printing. The business sold in January 2014.

I founded Bluestone Cleaning in 2002. Over seven years I grew the business to 50 full-time employees with a turnover of £800,000 (AUS\$1.5 million). Learnt life lessons that are now part of my daily work life.

EDUCATION

UX Writing (online)
UX Writing Collective (Current)

VUI Design (online)
Career Foundry (2018)

UI Design (online)
Desian Lab (2016)

UX Design (3 month immersive)
General Assembly (2014)

BA Degree Business & Tourism
Northumbria University, UK (1994 - 1998)

DESIGN PROCESS

User Research, Competitor Analysis, Workshops, Surveys, Stakeholder Interviews, Information Architecture, User Flows, Ideation, Sketching Wireframes, Prototypes, User Testing, Interaction Design, Stakeholder Collaboration, UX Writing, Iteration, UI Design, Developer Design Reviews, Release, UX Metrics, Analytics, Measure, Iterate/Improve.

ABOUT ME

I'm ambitious, diplomatic and happy to be wrong. I write about UX at www.medium.com/@ligertwoodguy. I'm married with two daughters and live in Manly. I love longboard surfing and working on my side project.