

*I believe we need to create better products and services, that have a measurable impact on the users. This is never easy and requires constant collaboration to make it work. For me, data speaks volumes. I'm a great communicator who doesn't always get it right. Outside of design, what gets me out of bed in the morning is coffee, writing, reading, ocean swimming and surfing.*

## RELEVANT EXPERIENCE

### SENIOR UX DESIGNER - QANTAS MONEY (Nov 2018 - present)

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 main challenges have been managing stakeholders and iterating on work.

### UX DESIGNER - TABCORP (Nov 2014 - Nov 2018)

I worked in a cross-functional squad 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.

### UX DESIGNER - BLUE EGG AGENCY (Sept - Nov 2014)

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

### GENERAL MANAGER - KWIK KOPY (Feb 2011 - Feb 2014)

I managed a print business with the remit to increase sales. I grew revenue 30% year on year over 3 years. The company sold in January 2014.

### FOUNDER / MANAGER - BLUESTONE CLEANING (Feb 2002 - July 2009)

I founded Bluestone Cleaning in Edinburgh, Scotland, in 2002. Over 7 years, I grew the business to 50 full-time employees with a turnover of £800,000 (AUS\$1.5 million). I gained an amazing insight into the trials of running your own business. This proved to be one of the most challenging and exciting times of my life.

## DESIGN PROCESS

**Research** - Primary / Secondary Research, Competitor Analysis.

**Facilitations** - Workshops, User Interviews, Ethnographic Interviews.

**Outputs** - Mockups, Wireframes, Prototypes, UX Writing, UI Design.

**Delivery** - User Flows, Interaction Design, High-Fi Design, Dev Reviews.

**Measure** - UX Metrics, Analytics, A/B testing, User Testing, Iterate.

## EDUCATION

**UX Writing** - UX Writing Collective (2019)

**VUI Design** - Career Foundry (2018)

**UI Design** - Design Lab (2016)

**UX Design** - General Assembly (2014)

**BA Degree Business & Tourism**

- Northumbria University, UK (1994 - 1998)