

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 a 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)