

PERSONAL SNAPSHOT

Hi, I'm a design strategist and creative thinker with roots in film and television storytelling.

From cutting rooms to strategy workshops, my work has always centred on people, stories and systems. I'm curious about solving complex problems through the lens of human-centred design, insight-led strategy, and co-design.

SKILL SET & TOOL BOX

Human-centred design strategy (service design, design thinking, journey mapping, service blueprints, systems thinking)

Qualitative and quantitative research (design research, market research, interviews, surveys, data analysis, synthesis)

Interaction design (user experience (UX) and user interface (UI) principles, ideation, wireframing, prototyping, testing)

Content creation and visual communication (presentations, storytelling, video editing)

Cross-disciplinary collaboration (participatory design, workshop facilitation, stakeholder engagement)

Fluent in **English** and **German**

Tools

- Miro, Figma, FigJam, Butter
- Adobe Creative Cloud
- Microsoft 365
- Google Workspace

PROFESSIONAL JOURNEY

Design Strategist

The Strategy Group | Feb 2025 - Present

- Supporting and leading complex engagements in human-centred design strategy, customer experience, and AI awareness and adoption
- Conducting and analysing qualitative and quantitative research
- Designing and facilitating in-person and remote workshops
- Contributing to proposals, tenders, and business development

Solutions Consulting & Bid Management Intern

Adobe | Apr 2024 - Oct 2024

- Designed, prototyped and presented a future-focused product concept
- Conducted end-to-end design research into post-production workflows using surveys, interviews, and digital ethnography, and presented this back to the US Video Strategy team
- Created videos and designs for internal projects and communications

Customer Strategy & Design Vacationer

Deloitte | Nov 2023 - Feb 2024

- Supported customer experience and service design engagements through qualitative user research and market research
- Mapped end-to-end customer journeys and service blueprints

Film and Television Assistant Editor and Editor

Freelance | Selected Highlights | Sept 2013 - Nov 2023

- Baz Luhrmann's epic Elvis film adaptation, recognised with an Academy Award nomination for Best Film Editing in 2023
- Commercial advertising experience at The Editors, Butchery and ARC
- 2018 Commonwealth Games, Cricket season and general sports
- Reality TV highlights, such as The Real Housewives of Melbourne, MTV's Teen Mom, and I'm A Celebrity UK and Germany

EDUCATIONAL BACKGROUND

Bachelor of Design (Interaction Design)

University of Sydney | Feb 2022 - Nov 2024 | Grade: 88 WAM (HD)

2022-2024 Dean's list of excellence in academic performance

2022-2024 University of Sydney Academic Merit Prize

International Summer University Exchange

Copenhagen Business School | June - July 2023 | Grade: A (ECTS)

International group work program focusing on social entrepreneurship

2023 Vice Chancellor's Global Mobility Scholarship