

## 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-creation.

Known for being an authentic communicator, hard worker and empathetic team player.

## SKILL SET & TOOL BOX

**Design strategy and human-centred design** (service design, design thinking methods, journey mapping, systems thinking)

**Qualitative and quantitative research** (interviews, surveys, online ethnography, synthesis)

**Content creation and visual communication** (presentations, visual storytelling, wireframing, prototyping, 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 Docs Editors

## PROFESSIONAL JOURNEY

### Design Strategist

The Strategy Group | Feb 2025 - Present

- Supporting complex engagements in human-centred, design-led strategy, customer experience, and AI awareness and adoption
- Conducting and synthesising 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