

## 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