



:: Jason Davey ::  
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# JASON DAVEY

**Senior UX Designer | Design Systems Specialist | Enterprise Product Design**

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## PROFESSIONAL PROFILE

**Senior UX Designer** with 13+ years leading end-to-end design for complex enterprise platforms across banking, telecommunications, and healthcare. Expert in designing scalable experiences for clinician and enterprise workflows, authentication systems, and multi-application ecosystems.

Proven ability to balance craft excellence with delivery pragmatism, establishing design systems and governance frameworks that enable cohesive experiences across global organizations. Skilled at partnering with engineering, product, and executive stakeholders to translate user research into meaningful, accessible, and compliant digital experiences.

**Design Excellence:** - Led UX for \$2B+ transformation programs across banking and telecommunications - Designed authentication, access management, and workflow experiences for 500+ concurrent users - Established Design Centers of Excellence and design system practices at Fortune 500 companies - Award-winning designer: Good Design Australia, Asian Banker Excellence, Australian Retail Banking Awards

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## CORE UX CAPABILITIES

### Interaction Design & Information Architecture

- End-to-end experience design from research to delivery
- Authentication flows, access management, and enterprise workflow design
- Multi-application experience strategies and cross-platform consistency



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- Information architecture for complex data environments

## Design Systems & Governance

- Design system creation, maintenance, and adoption strategies
- Component libraries, pattern documentation, and design standards
- Brand, accessibility (WCAG 2.1), and compliance integration
- Design operations and ways of working frameworks

## Tools & Methods

- **Design Tools:** Figma (expert), Adobe Creative Suite, AI-enabled prototyping tools (v0.dev, Cursor, Kiro (VS Code))
- **Collaboration:** Confluence, Jira, Microsoft 365, Miro
- **Research:** User interviews, usability testing, journey mapping, analytics review
- **Technical:** HTML/CSS, design→dev handoff, API/integration, CI/CD, AI+UX integration, AI/ML Integration

## Stakeholder Engagement

- Cross-functional collaboration with engineering, product, and business teams
- Executive presentation and design rationale communication
- Workshop facilitation and co-design sessions
- Design advocacy and influencing without authority

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## PROFESSIONAL EXPERIENCE

### DESIGN DIRECTOR | Design Farm Collective

Jan 2019 – May 2024

**Role:** Lead UX and service designer for enterprise digital transformation programs across financial services and healthcare sectors.

**ANZ Bank - Business Services Unit (Feb 2024)** - Redesigned operational workflows and access management for internal enterprise platform - Created experience frameworks and interaction patterns for cross-functional teams (500+ users) - Delivered journey maps, service blueprints,



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wireframes, and prototypes in Figma - Partnered with engineering and product to prioritize features and ensure design intent through delivery - **Impact:** 20% improvement in workflow efficiency, enhanced decision-making speed

**Security Bank (Philippines) - Customer Contact Framework** (*May 2020 – Nov 2021*) - Led 18-month UX strategy for enterprise customer service platform redesign - Managed team of 6 designers across authentication, workflow, and data access experiences - Established design system and component library for multi-channel consistency - Conducted user research with 40+ contact center agents and translated findings into design improvements - Trained 24 bank employees in human-centered design and design thinking methods - **Impact:** New operational framework supporting omnichannel customer experience

**Vietcombank (Vietnam) - Digital Operations Capability** (*Feb 2022*) - Delivered 6-week design capability program for distributed design and product teams - Created design governance documentation and quality standards in Confluence - Coached teams on interaction design, prototyping, and stakeholder communication

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## CUSTOMER EXPERIENCE DESIGN MANAGER | Westpac Banking Corporation

2015 – 2017

**Role:** Head of UX Design for Customer Service Hub - Westpac's largest transformation program (\$2B investment, 500+ staff).

### Key Projects:

**Westpac Wonder - Loan Origination Platform** - Led end-to-end UX design for award-winning digital lending platform - Designed authentication, document management, and workflow experiences for brokers and bankers - Created responsive design system spanning web and native applications - Conducted usability testing with 30+ brokers and iteratively refined interaction patterns - Collaborated with engineering teams using Agile/Scrum methodology - **Awards:** Winner - Good Design Australia, Asian Banker Excellence, Australian Retail Banking Awards (2016)

**Multi-Brand Experience Integration** - Unified design patterns across Westpac, St.George, Bank of Melbourne, BankSA brands - Established design system and governance framework for 4



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brands - Created accessibility standards (WCAG 2.0 AA compliance) - Led team of 10+ designers and researchers across Sydney and Melbourne

**Next Best Action Program** - Designed predictive recommendation system for customer service representatives - Created complex data visualization and workflow interfaces for real-time decision support - Partnered with data science and engineering teams to balance ML capabilities with UX needs

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## DESIGN PRINCIPAL | FromHereOn

2016 – 2018

**British Telecommunications (TSO IT) - Enterprise Platform Redesign** - Led 10-person design team delivering Service Design & UX Design for global enterprise IT service platform - Designed authentication, access management, and service workflow experiences for 2,000+ IT staff - Established Service Design Centre of Excellence and design governance framework - Created design system documentation in Confluence and component libraries - Conducted user research across UK, India, and Asia-Pacific regions - **Impact:** £270M cost reduction through improved operational efficiency

**Australian Insurance Blockchain Consortium** - Led UX exploration for blockchain-based customer authentication and data sharing - Designed prototype experiences for cross-insurer data access and consent management - Facilitated workshops with four national insurers to align on experience principles - **Scope:** 14-week engagement exploring emerging technology for financial services

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## USER EXPERIENCE LEAD | DT Design/Ogilvy

2013 – 2014

**Tourism Australia - Australia.com Platform** - Led UX research strategy across 6 global markets (UK, USA, China, Japan, India, Australia) - Created user profiles, journey maps, and experience prototypes for content platform - Designed information architecture for multi-language, multi-region content system - Led operational change from static content to dynamic publishing model - Managed stakeholder alignment across marketing, technology, and editorial teams



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## SENIOR LEARNING DESIGNER | Emergent Learning

May 2024 – Dec 2024

**Role:** Lead professional development experiences for enterprise clients.

- Design blended learning experiences using Articulate, Figma, and LMS platforms
  - Create interaction design for educational technology products
  - **Awards:** Best Talented Team (Learning Design), Best HR Talent Management (LearnX Awards 2024)
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## SELECTED ACHIEVEMENTS

### Design Awards

- **Winner:** Good Design Australia Awards (Westpac Wonder, 2016)
- **Winner:** Asian Banker Excellence Award (Digital Banking, 2016)
- **Winner:** Australian Retail Banking Awards (Westpac Wonder, 2016)
- **Diamond Winner:** LearnX Awards - Best Blended Model & Talent Development (2024)

### Enterprise Impact

- **£270M Cost Reduction:** British Telecommunications enterprise platform redesign
- **20% Efficiency Gain:** ANZ Bank operational workflow optimization
- **\$2B Program:** Led design for Westpac's Customer Service Hub transformation

### Design Leadership

- Established Design Centers of Excellence at BT and Security Bank
  - Built and scaled design teams of 10+ across multi-national organizations
  - Created design governance frameworks adopted across enterprise organizations
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## CERTIFICATIONS & CLEARANCES

- **Security Clearance:** Department of Defence Baseline Clearance (2024)
  - **Enterprise Architecture:** TOGAF v9.1 Certification (2017)
  - **Accessibility:** WCAG 2.1 AA/AAA compliance expertise
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## EDUCATION

**Bachelor of Art Education** | COFA - University of New South Wales (1991)

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## AVAILABILITY

**Available:** November 2025 **Location:** Sydney-based hybrid (can relocate from Mullumbimby for contract duration) **Contract:** 6-12 months preferred