Jason Davey

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Portfolio:

jasdavey.myportfolio.com

Mission

A strategic leader committed to empowering organizations through innovative business design, learning transformation, and organizational change. Passionate about mentoring and guiding teams in driving impactful solutions for complex business challenges.

Summary

Dynamic Director-level strategist with over 13 years of experience in business design, learning & development, and organizational transformation across diverse sectors. Proven ability to lead high-impact initiatives by aligning organizational goals with strategic change frameworks. Expertise in stakeholder management, competency development, and operational efficiency through human-centered design, agile methodologies, and behavioural strategies.

- Leadership in Large-Scale Transformation Initiatives

- Organizational & Business Design Expertise

- Strategic Learning & Development Leadership

- Master-Level Competency in Human-Centered Design & Behavioural Strategy

- Proven Track Record in Coaching, Mentoring, and Capability Uplift

Core competencies

- **Business & Organizational Design******:** Gap analysis, process mapping, strategic roadmaps, operational redesign, stakeholder engagement.
- **Methodologies & Frameworks:** Lean Six Sigma, Agile, McKinsey 7-S Model, Kotter's 8-Step Process, COM-B.
- **Change Management:** Strategic roadmaps, behavioural change implementation, stakeholder management.
- **Learning & Development******:** Hybrid learning models, leadership coaching, competency development, train-the-trainer programs.
- **Human-Centered Design******:** Product, service, and UX design; systems thinking; user-cantered methodologies.
- **Leadership & Facilitation:** C-suite alignment, stakeholder workshops, team leadership, mentoring.

**denotes master level (has taught others)

Professional Experiences

(More detailed overview of experiences can be found in my [Linkedin profile](#) & [myPortfolio](#))

Senior Learning Designer | Emergent Learning

May 2024 – current

Responsible for the creation of Professional Development courses (facilitated & blended), contribution to the learning development strategy and client engagement

Industry Awards (LearnX Awards)

- Best Talented Team | Learning Design Team
- Best HR Talent Management (Mentoring, Wellbeing, Diversity, Equity & Inclusion)
- Best eLearning Project | eLearning Project

Design Director | Design Farm Collective

Jan 2019 – April 2024

Led strategic business design and learning engagements for multinational organizations. Drove key organizational change initiatives, blending business design with a strong focus on human-centered strategies.

- ANZ Bank (Feb 2024): Redefined the Business Services Unit's operational structure, leading to a 20% increase in decision-making efficiency and improved commercial performance.
- Vietcombank (Feb 2022): Led a 6-week digital ops training program to uplift design thinking competencies across a

distributed team, enhancing digital design capabilities.

- Security Bank (May 2020): Spearheaded an 18-month engagement with a team of 6 to deliver a new 'Customer Contact Framework,' involving human-centered design training for 24 employees, and developing financial models for future-state operations.

Strategic Learning Design Lead (Consultant) | Pixelfication
Oct 2021 – April 2024

Oversaw strategic learning development projects across multiple consultancies, focusing on hybrid and blended learning solutions for industries including social work and talent development.

- Australian Association of Social Workers (AASW): Developed psychological safety frameworks for train-the-trainer programs, earning multiple industry awards.
- Industry Awards:
    o Finalist & Highly Commended, 'Best Blended Learning Solution' (Australian Institute Training & Development)
    o Diamond Winner, Best Blended Model & Talent Development (LearnX Awards)

Design Principal | FromHereOn
2016 – 2018

Directed service and UX design initiatives, with a focus on establishing service design centres of excellence and design-thinking frameworks across British Telecommunications and major insurers.

- British Telecommunications (TSO IT): Led a 10-member team to deliver a £270 million cost-saving program, establishing a Service Design Centre of Excellence.
- Australian Insurance Blockchain Consortium: Conducted a 14-week engagement, leading the exploration of blockchain technology to improve customer experience across four national insurers.

User Experience Lead | DT Design/Ogilvy

2013 - 2014

TOURISM AUSTRALIA – Australia.com

Creation of the research strategy (qualitative & quantitative) 6 global markets conducted simultaneously; quality assurance review / synthesis of research results; development of core & secondary user profiles, experience maps, wireframes & prototypes; creation & management of user test strategy. Workshop facilitation concepting the operational change direction for the digital marketing & communications team at Tourism Australia to evolve from a 'brochure-ware' digital presence to an international publisher of tourism content.

Customer Experience Design Manager / Design Lead Westpac Banking Corporation

2011 / 2015-17

Governance frameworks and Customer Centred Design principles were co-designed to facilitate the delivery of Sales Pathways design artefacts for the first release of the Online Transformation Program. Key areas of focus were Customer Experience (CX) Design Management and Business Stakeholder Management – a $2bil investment aimed at delivering customer centric & multi-brand strategy to enable future growth and product-to-market development for the organisation. Outcomes / Achievements include:

1. Driving design methods to create a 'Next Best Action' program of work with the Data & Growth team – establishing the strategy and framework for the development of the delivery mechanism and digital assets library

2. Head of Design for Customer Service Hub (CSH) – Westpac's largest transformation program – aims to make life easier for customers and bankers by simplifying, standardising and digitising how Westpac connects with customers as one bank across its multiple brands for Mortgages & Loan Originations experiences (Westpac, St.George, Bank of Melbourne and BankSA):

   - Customer and Employee research – developed experience and relationship frameworks for 7 product teams, involving re-

shaping the digital product offering

- Development of a Call Centre pilot program – script and response creation, training of call centre operatives
- Leading design & development of digital touchpoint for customers via online banking environment (led a team of 10 designer & researchers) – "Westpac Wonder" (Loan Originations inside secure online banking):
- Winner – 'Westpac Wonder' Australian Retail Banking Awards, June 2016
- Winner – 'Westpac Wonder' Asian Banker Excellence Award, 2016
- Winner – 'Westpac Wonder' Good Design Australia Awards, 2016
- Media release for Wonder product & service launch in 2015

Education

Bachelor Art Education, COFA - University of New South Wales, 1991

Technical integration – Tridion Content Management System, 2004

TOGAF v9.1,
Enterprise Architecture Certification, 2017

Security Clearances
Department of Defence (2024) – Baseline Clearance

Interests

Drawing, yoga, drums & percussion, All-things design, Behavioural change, connectivism, systems thinking, circular economy

Contact

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