

JASON CRABTREE

Digital Designer living in Auckland, NZ

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RÉSUMÉ OBJECTIVE

I shine when working on thoughtful experiences and in teamwork, systems-thinking and problem-solving. In my work, I strive to bring people together to work towards long-term outcomes. I have a strong set of generalist skills from past roles and a passion for learning. I'm excited to join your team and contribute to your digital and service design challenges.

EDUCATION

Bachelor of Arts (B.A.), Psychology
completed *Feb 2009–July 2012*
Massey University, New Zealand.

SKILLS and CAPABILITIES

- Service Design and Journey Mapping
- User experience design (UX)
- User interface design (UI)
- User and Customer research (Qualitative and quantitative)
- Workshop facilitation and planning
- Design Sprints and Design Process
- Communication and collaboration
- Problem-solving and critical-analysis
- HTML, CSS and JS development.

TOOLS

Figma, Sketch, HTML, CSS, macOS, Windows, Adobe, Agile.

ACHIEVEMENTS and AWARDS

- FreeCodeCamp Responsive Web Design Certificate (2019).
- Customer-First Award, IAG NZ (2017) for internal customer advocacy.
- Received consistent internal IAG awards for teamwork, leadership, collaboration and innovation.
- Community Toastmasters Club for 15-Mo. Session leader and facilitator.

EMPLOYMENT HISTORY

Freelance Web Designer & Developer via
Lodestone Studio, NZ, *Oct 2020–Current.*

Travelling, Job Hunting, Online Education
Dublin & London, *Feb 2019–Aug 2020.*

INSURANCE AUSTRALIA GROUP, New Zealand
Oct 2014–Jan 2019

- **Customer Experience Design Lead 11 months**
Designed improved digital, phone and in-person UX and CX experiences. Key projects of customer journey mapping, service-design, personas and workshop facilitation.
- **Customer Insights Consultant 1 year**
User Research role focused on phone based qualitative interviews with customers, NPS reporting, insights, analysis and presentations.
- **Senior Insurance Claims Manager 8 months**
Managed a portfolio of ~50 ongoing complex claims plus mentoring and coaching. Built SharePoint tools to improve team efficiency.
- **Insurance Claims Manager 2 years**
Customer relationship role managing a portfolio of 200 domestic claims.

ST JOHN AMBULANCE, New Zealand *Sept 2012–Aug 2014*

- **Emergency Medical Call Handler 2 years**
Phone-based medical triage and emergency ambulance dispatch in life-or-death situations.