



JOSHUA HALLIDAY

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Portfolio: joshua-halliday.github.io/portfolio/

SUMMARY

UX researcher / UI designer with a background in customer service and agile project management. Problem-solver with excellent communication and attention to detail who works well in any team. Earned a certificate in UX/UI Design from Monash University with an A grade average. Passionate about combining research and design to create a great holistic experience for the user, ultimately increasing customer satisfaction and conversion.

TECHNICAL SKILLS

Technical: Figma, Adobe XD, Miro, Invision, HTML, CSS, GitHub, Bootstrap, Javascript, JQuery

UX/UI: UX interviewing, Information Architecture, Wireframing, low-fi and high-fi Prototyping, Atomic Design, Responsive web design, UI grids, Interaction design, Universal (accessible) design, Heuristic evaluation.

PROJECTS

lessCOVIDstress mobile app

- Aimed at post-pandemic travellers, *lessCOVIDstress* is a mobile app that provides digestible, up-to-date information about covid at their destination/s. Designed to reduce time and stress of searching across the internet for accurate covidsafe info across many destinations & languages.
- *Role:* UX researcher [individual project]. User interviewing to create user insights and a persona; definition and ideation to determine a value proposition and features to prioritise; testing and iteration to prototype up to mid-fidelity.
- *Tools:* Figma, Miro, Invision

Skate Hangs mobile app

- Aimed at skaters of all skill levels and demographics, *Skate Hangs* is a mobile app built to foster a strong community by connecting skaters to other users in their area. Features include map navigation, creation of skating spots, and group check in features.
- *Role:* UX researcher in remote collaborative team.
- *Tools:* Miro, Figma, Slack, Zoom, google docs

Department of Defence website redesign

- Redesign of this Australian Government website, focusing on AAA accessibility, responsive web design (RWD), clear information architecture (IA) and purpose through intentional UI style.
- *Role:* UI designer [individual project]
- *Tools:* Figma, Miro, Trello

EXPERIENCE

Co-Founder

Luckie Street Coffee (team of 2)

March 2021 - Present

Melbourne, VIC

- Built start-up eCommerce coffee roasting business
- Designed and regularly iterate the luckiestreetcoffee.com.au website
- Perform R&D for roasting equipment, coffees and processes
- Craft holistic 5-star UX for customers: from website IxD, to eco-conscious packaging, to hand-crafted premium coffee for personalised events
- Execute agile and scrum workflow
- Successfully develop and maintain B2B contacts and relationships

Customer Service

Tinyme (~50 team members)

2016 - Present

Melbourne, VIC

- Interact with 100s of customers each day via email, phone and live-chat to mediate positive outcomes for both the customer and the business
- Effectively work with interdisciplinary teams of developers, designers and engineers
- Implement and execute SOPs, 5S methodology and kanban systems

EDUCATION

Certificate of UX/UI Design: Monash University

2021 - 2022

- Academic average grade = A
- Intensive 24 week course with components in UX, UI and coding

Bachelor of Biomedical Science, Monash University

2017 - 2019

- Graduated with distinction
- Worked with researchers at Baker Institute and Hudson institute on heart disease and neonatal development research
- Achieved a high distinction for *professional presentation skills* course