

Pat Mifsud

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Sydney, Australia
0448 742 570

I'm a passionate UI/UX designer,
with a focus on speed, technical
skills and customer centricity.

Experience

The Big Crunch

UX / UI Designer Feb 2019 - Now

User interface design and usability research.

I swap hats to design/ growth hacking / front end development/ customer support as needed.

Ailo CX Designer

Sep 2018 - Dec 2018

Designed scalable systems to convert trials to subscriptions and decrease churn.

Designed and built onboarding campaigns with the CX team across web, phone and email.

Designed dashboards and reports to keep sales and engineering teams in touch with their impact on the customer experience.

LPMA Product Owner *(Part of Ailo)*

Feb 2018 - Sep 2018

I worked with domain experts, stakeholders, internal and external engineering and design teams to design a business consulting product.

I worked with an external development company to build consulting products and client resources.

Apmasphere *(Now part of Ailo)*

Graphic / UX Designer

Feb 2017 - Feb 2018

Created prototypes and ran usability testing sessions.

Learnt basic javascript and Framer.js to allow us to prototype complex interactions and animations.

I-MANIFEST Charity

2014 - 2015

Graphic and web designer, pro bono.

Apmasphere *(Now part of Ailo)*

Graphic Designer / Marketing Coordinator

March 2015 - Feb 2017

I worked on - branding, print and digital design work, video and animation projects, email marketing, physical spaces - designing conference booths, signage and branding.

Urban Purveyor Group - Graphic Designer

2013 - 2015 (Saké, Löwenbräu, The Argyle)

University of Technology Sydney

Assistant Teacher Feb - May 2014

Skills

4 years experience in Graphic Design

2 years experience in UX

Understanding of Product/ Engineering/ Marketing roles from firsthand experience

Strong HTML/ CSS

Education

Bachelor of Design in Visual Communication

- University of Technology Sydney

Distinction Av. Took classes in UX, animation and frontend programming.

Certificate IV in Graphic Design &

Communication WSI, NADC (TAFE)

Referees

Jodie - National Manager at LPMA

0459808101

Justin - Head of Marketing at Apmasphere,

CX Manager at Ailo

0431254769