

# Philip Ardeljan

## Product Designer

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### Summary

A hands on Product Designer with 10+ years of experience designing human centered SaaS products. I have a strong foundation in understanding user needs and crafting elegant solutions to complex challenges. I am passionate about designing beautiful and functional products and fostering collaborative work environments.

### Skills & Tools

Product Design	UI & UX Design	HTML & CSS
Prototyping	iOS Design	Figma
Web Design	Adobe Photoshop	Sketch
User Research	Adobe Illustrator	Git

### Career

MAR 2017 – JAN 2025

#### Product Designer, Maths Pathway

##### Key Achievements

- Redesigned the student application used by 70,000 high school students.
- Redesigned the teacher web application
- Created the framework for the development of future product vision
- Lead the design of two new major product features
- Fostered a positive attitude towards product design within the engineering team
- Facilitated user feedback workshops and brainstorming sessions

##### Responsibilities

- Leading the design function of all new user interfaces and product features
- Standardising UI components and UX flows across all user touch-points
- Engaging in user research through workshops, phone calls, zoom calls and emails
- Engaging in design thinking and ideation to generate ideas for product features
- Wire-framing and prototyping upcoming new features in Figma and HTML/CSS
- Collaborating one-of-one with software engineers to ensure high quality releases
- Contributing directly to the codebase by writing production ready HTML and CSS
- Using data to validate usage and making suggestions to streamline the UX
- Showcasing important upcoming features to internal stakeholders
- Designing cutting edge accessibility features
- Creating animations and interactions for new UI and product features
- Pruning the product backlog and engaging in backlog management
- Engaging in product prioritisation and sprint planning processes
- Engaging in QA/QC testing, cross browser testing and cross device testing
- Engaging in regression testing as part of the fortnightly release schedule
- Writing specification documents for new epics, features and bugs
- Ensuring a shared understanding of product direction exists across the company
- Running internal workshops for software engineers to engage in design thinking
- Suggesting process and product improvements as part of agile workflow processes

## Career

JUN 2015 – DEC 2016

### Product Designer, New Zealand Stock Exchange

#### Key Achievements

- Redesigned the Profarmer web application
- Refreshed the Profarmer iPhone and iPad applications to match new brand identity
- Designed the SalesMate iPhone application
- Redesigned the Profarmer marketing website

#### Responsibilities

- Redesigning the Profarmer web application
  - Leading design at all stages from conceptualisation to completion
  - Leading the development of user personas
  - Designing the SalesMate iPhone application
  - Refreshing the Profarmer iPhone and iPad applications
  - Working closely with software engineers using the Agile methodology
  - Designing new features and suggesting UX improvements
  - Designing the onboarding process for the Profarmer web application
  - Updating all logos for the Australian Agri businesses
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OCT 2013 – MAY 2015

### UI/UX Designer, Saasu

#### Key Achievements

- Designed major new product features
- Redesigned and built the marketing website
- Redesigned and built the help centre
- Designed “Saasu 2023”, a UI concept to drive product vision & direction

#### Responsibilities

- Designing major product features focusing on user interaction and experience
  - Creating design specifications and providing them to the development team
  - Optimising user flows in the web application and marketing website
  - Collating and using data to drive informed decisions during the design process
  - Redesigning the help centre to match the new visual identity
  - Improving the information architecture of the help centre
  - Working to retain a consistent design language across all web assets
  - Designing and building new pages for the marketing website, blog and help centre
  - Creating graphic assets for the web application, website, blog and help centre
  - Optimising web assets (HTML/CSS/SVG's/Images) to improve page load speed
  - Creating animated graphics for Google AdWord campaigns
  - Designing webpages to support joint ventures with (PayPal, Westpac, OzForex)
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## References

Available on request