

# RICK FINDLATER

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## PERSONAL SUMMARY

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I thrive on creating joyful experiences that make technology accessible and help people achieve their goals.

I have more than 15 years experience in product and UX design, product management, leadership, web development and customer success. I have worked in many different types of businesses with a diverse range of people both remote and in person.

I strongly believe that creating a great product is a team sport with experimentation at its core. I have spent my career working in cross functional teams collaborating, experimenting and iterating with team members and stakeholders in order to deliver the best outcomes for customers.

I have also managed and led product design teams. Using my experience to coach, support and mentor others to do their best work is something that I get great satisfaction from.

## CAREER HISTORY

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### SENIOR PRODUCT DESIGNER AND OPTIMISATION SPECIALIST

*Hatch Invest*

*April 2019 – Present*

#### Duties

- Optimisation of the Hatch app, Hatch Website, the customer onboarding flow and conversion to signup by use of experimentation and iteration.
- Product design and product management of the Hatch App and Public Website.
- Close collaboration with other members of the Hatch product team as well as with other teams in the business.
- Identifying gaps in the Hatch customer journey and planning and implementing initiatives to plug those gaps.
- Development and technical direction of the Hatch public website.
- Providing mentorship for other members of the Design/Product team.
- Learning and maintaining a deep knowledge of share markets and financial markets.

### HEAD OF DESIGN

*Melon Health*

*January 2019 – February 2021*

#### Duties

- Leadership, management and mentorship of a team of product designers.
- Strategic direction of the Melon product and brand.
- Product management.
- Close collaboration with other members of the Melon leadership team and other stakeholders to ensure the smooth running of product design and delivery agile processes, and to steer Melon's business strategy and vision.
- User research, data analysis, interface design, prototyping and user testing.
- Establishing and maintaining a robust product discovery process through ensuring the flow of customer and competitor data back into the product cycle.
- Maintaining a deep knowledge of current trends in the health sector.

## SENIOR PRODUCT DESIGNER

*Flux Federation*

*October 2016 – January 2019*

### Duties

- User research, data analysis, interface design, prototyping and user testing.
- Translating Powershop's business and customer requirements into mockups, experience maps, sketches, storyboards, conceptual diagrams and problem definitions.
- Planning and leading new product initiatives based on the needs of our customers and business requirements.
- Working closely with, and providing assistance to, Powershop's product designers and developers as needed to determine usability problems and deliver a high-quality experience that meets customer and business requirements.
- Designing and implementing analytics strategies for the wider business.

## HEAD OF USER EXPERIENCE AND CUSTOMER SUCCESS

*Wipster*

*August 2013 - October 2016*

### Duties

- Management of customer success and UX team.
- Close collaboration with other members of the Wipster leadership team to steer Wipster's business strategy and vision.
- User experience design, strategy, research and testing.
- Conversion rate optimisation and customer retention initiatives.
- Collecting and reporting of customer feedback and issues.
- Establishment and maintenance of customer analytics.
- Maintenance of customer support software and establishment and maintenance of other key supporting software.
- Web architecture, development and maintenance.

## FRONT END WEB DEVELOPER AND USER EXPERIENCE DESIGNER

*Catalyst IT Limited*

*September 2007 – August 2013*

### Duties

- User experience design, strategy, research, interviewing and testing.
- Front end web development - HTML, CSS, SASS, JQuery, GIT.
- Client relationship management.

## BUSINESS MANAGER

Tonic Communications

2005 - 2006

### Duties

- Day to day running of business including management of technical systems
- Client relationship management

## LEGAL EDITOR

Thomson Reuters

2001 – 2004

### Duties

- Editing of legal textbooks

## TECHNICAL SKILLS

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SKILL	EXPERIENCE
Javascript	Wipster App front end - AngularJS 1 year Wipster Website front end - JQuery 3 years Catalyst IT - JQuery front end web development 5 years
HTML, CSS, SASS, LESS	Hatch Invest - 2 years Melon - 2 years Flux - 2 years Wipster App front end - 3 years Wipster Website front end - 3 years Catalyst IT - JQuery front end web development 5 years
GIT	Hatch Invest - 2 years Melon - 2 years Flux - 2 years Wipster - 3 years Catalyst - 5 years

## ACADEMIC

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Natcoll Design Technology School  
2007  
Diploma of Web Design and Development

Victoria University of Wellington  
1996 – 1999  
Bachelor of Arts (B.A.), English Language and Literature, Classical Studies

Wellington Boys College  
1991 - 1995

*Referees available upon request.*