

RICK FINDLATER

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PERSONAL SUMMARY

I love creating joyful experiences that make technology accessible and empower people to achieve their goals

With 20+ years of experience spanning product and UX design, product management, leadership, web development, and customer success, I've had the privilege of working in a variety of businesses alongside diverse teams.

I firmly believe that building exceptional products is a team sport. Throughout my career, I've worked within cross-functional teams, fostering collaboration with colleagues and stakeholders to deliver outstanding outcomes for customers.

As a leader, I've managed and guided product teams, finding great fulfilment in coaching, mentoring, and supporting others to excel in their work. Helping others grow and achieve their potential is a core part of what drives me.

CAREER HISTORY

PRODUCT DESIGN LEAD

Spotlight Reporting

January 2022 – Present

Duties:

- Product design and product management of Spotlight Reportings five products.
 - Creation and maintenance of a Figma component library and comprehensive design system.
 - Staying up to date with emerging technologies like AI and exploring innovative ways to leverage them as both productivity tools and product integrations.
 - Conducting in-depth user research, data analysis, interface design, prototyping and user testing.
 - Close collaboration with other members of the product team as well as with other teams in the business.
 - Identifying gaps in the customer journey and implementing initiatives to enhance the experience.
 - Presenting high-level design solutions to stakeholders and team members to get feedback and align on the best path forward.
 - Mentoring team members in design best practices, user research methodologies, and effective communication with stakeholders.
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SENIOR PRODUCT DESIGNER AND OPTIMISATION SPECIALIST

Hatch Invest

April 2021 – December 2022

Duties:

- Optimisation of the Hatch app, Hatch website, the customer onboarding flow and conversion to signup rate 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.
- Helping create and maintain the Hatch design system.
- Learning and maintaining a deep knowledge of share markets and other financial markets.

HEAD OF DESIGN

Melon Health

January 2019 – February 2021

Duties:

- Leadership, management and mentorship of a team of product and marketing 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.
- Helping create and maintain the Melon design system.
- 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.
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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
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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.
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BUSINESS MANAGER

Tonic Communications

2005 - 2006

Duties:

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

TECHNICAL SKILLS

| 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

Natcoll Design Technology School
Diploma of Web Design and Development

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

Referees available upon request.