Robert Thwaites

# Experience Designer

### **Contact Details** 0403 899 183 [rob@robthwaites.com](mailto:rob@robthwaites.com)

**Online Portfolio**  <http://robthwaites.com>

# About me

I am a multi-disciplinary digital designer with over eight years experience in creation of web applications and digital applications for desktop and mobile.

The last 3 years I have worked with an agile development teams at small startups and agencies, using lean design methodologies to develop digital products, all with a strong focus on user-centred design. I have a strong background in both design and development, and now involve myself at a strategic level, helping large organisations to address complex problems with digital solutions.

I like to involve myself at multiple stages of the agile development process. I conduct user research, create wireframes, visual and interaction designs, prototype products with code or design tools, and lead users through testing processes.

This builds on several years prior experience working with other agencies in design and consulting roles, and freelancing as a graphic designer, web designer and occasional front-end developer.

I am a deeply empathetic person, and passionate about designing delightful tech that can make a real difference to people’s lives.

# Education

2002 Bachelor of Arts (Media and Communications) • Distinction Average  
*University of New South Wales*

2012 Graphic Design Masterclass  
*Shillington College*

2015 User Experience: The Ultimate Guide to Usability and UX  
*Udemy*

2018 Agile Team Training  
*Isobar*

# Skills

**UX Design** User Research: ethnographic research, design workshops, card sorting Requirements gathering and prototyping: running co-design workshops and design sprints  
Creating system diagrams, user flows and journey maps

**UI Design** Wireframing (Sketch)  
Visual Design and Design Systems (Sketch, Photoshop)  
Prototyping with Invision  
Prototyping with HTML / CSS / JS

**Graphics and Animation** Advanced layout and typography  
(Photoshop, Illustrator, basic Indesign)  
Image compositing and manipulation (Photoshop)  
Illustration and vector creation (Illustrator)  
Web animation (CSS, jQuery, GreenSock)  
Character animation (Adobe Animate CC)  
Basic motion and video editing (Adobe Premiere and Adobe After Effects)

**Web Development** Expert in HTML5, CSS3, SASS, SVG  
Intermediate Javascript (ES5)  
Advanced skills in jQuery  
Advanced skills in Javascript API integration  
Experience with NodeJS applications  
Experience in component-based design for React development  
Git version control

# Employment History

## Experience Designer (contract)

**Isobar | February 2018 - present**

User Interface Design and UX Research for the University of Canberra ‘Digital Student Journey’ project, involving the creation of a new student dashboard and personalised experiences on the public website.

Working within an agile team within a large and complex organisation to devise and deliver user interfaces.

I assessed existing market research, created Journey Maps and User Flows, conducted student interviews, created research plans, completed landscape reviews to assess competitor and similar products, and conducted co-design sessions and design sprints with the client to rapidly prototype solutions.

I then created detailed wireframes, visual designs, prototypes and a design system using Sketch, Invision and Photoshop, in consultation with clients and presented at fortnightly sprint reviews.

I also worked on Capital Airport Group Business Parks website, creating user interfaces and patterns for their design system, and creating a new IA to better surface key information for their customers.

## UX Designer

**Playground XYZ  |  February 2016 – February 2018**

Lead UX Designer for Reporting and Analytics on Playground’s SaaS platform (mobile advertising campaign management platform).

I led a user-centred design process to prototype and test concepts for our new platform. I involved internal SMEs and consulted with current and potential clients to determine user needs and business requirements for the new platform, mainly around campaign reporting. I created wireframes and user/system flows to help our team to empathise with our customers, then  designed and built a data-driven prototype for the Campaign Management and Analytics screens, using HTML/ CSS/ JS.

I co-designed and product managed three of Playground’s mobile ad formats (Hang Time, Store Locator, Vertical Video). These ad formats are deployed on a variety of mobile publishers in Australia and overseas, including Daily Mail, SBS, Huffington Post and Sydney Morning Herald.

I designed animated, interactive mobile ads for blue chip brands such as Honda, McDonalds, Adidas and many more.

My work helped Playground XYZ to win two awards for Marketing Technology Company of the Year (2016 B&T Awards, 2017 Mumbrella Awards).

## Design Consultant

**Datarati  |  July 2015 - December 2015**

Consulted for marketing teams at Honda, Sensis, CGU Insurance and Urban Purveyor Group on development of web, email and mobile assets for their digital marketing campaigns.

I conceptualised multi-channel marketing campaigns (incorporating web, email, SMS and customer service touchpoints) communicated through the design of persona-driven ‘customer journey’ flowcharts.

Graphic design of all assets for client campaigns and management of client approval process.

Coding mobile responsive landing pages, microsites and emails using HTML, SASS/CSS and Javascript APIs.

Uploading assets to Salesforce Marketing Cloud and Marketo for data-driven marketing campaigns, with integrated user-testing and analytics to monitor success of campaigns.

Training and management of the offshore development team (India) in building web, email and CMS systems for clients. Briefing projects and using agile project management methodology for timely delivery of client work. Through my leadership the offshore team was able to take on common build tasks (responsive email development and landing pages) and became a productive and profitable addition to the business.

## Web Designer

**Datarati  |  July 2014 - June 2015**

Building landing pages and microsites (using HTML, CSS/Sass and Javascript) for clients in a number of industries. Clients included Toyota, Sensis, Hyundai, University of Wollongong and Comvita.

Building dynamic, responsive HTML emails for use on marketing automation platforms including Salesforce Marketing Cloud and Marketo. The emails form a core part of multi-channel, data-driven marketing campaigns, with the potential for integrated user testing and analytics.

Graphic design and layout tasks for these digital assets.

## MediaLab Production Specialist

**University of Technology, Sydney**  |  **February 2014 - July 2014**

Designing, preparing and delivering workshop materials in web design and animation to Media Arts & Production students.

I introduced the use of screencasts as an integral educational tool for the courses I was running. My supervisors commented that this led to a significant decrease in student enquiries, and a significant improvement in the quality of student work.

## Digital Design Intern

**Agency, Surry Hills**  |  **November 2013 - January 2014**

Web development and graphic design assistance on website builds for clients including Getup!, C20 (part of the G20 summit) and Cathy McGowan MP.

## Freelance Designer

**Self-employed**  |  **September 2013 - June 2014**

Branding, publication design and end-to-end web development of content-managed websites (Wordpress). Clients included GoFundraise, Motherboard Productions, MAHTHA, Crows Nest Centre and Critical Stages.

## Graphic Designer

**Chapter Agency, Sydney**  |  **July 2012 - May  2013**

Promotional print design, identity and branding for clients such as the Lantern Hotel Group, Smart Engineering Services and other small businesses.

## Web Content Manager

**Streetline Media, Sydney  |  August 2012 - December 2012**

Web content maintenance, data entry and image editing for a range of client websites, using Drupal and Wordpress content management systems.

I migrated, edited and formatted much of the original content for the new World Vision International website, in multiple languages.

## Communications Officer

**Brisbane Girls Grammar School**  |  **September 2010 - May 2012**

Key role in the Community Relations department managing online communications, graphic design, copywriting and assisting with events within a large and innovative school community.

Maintained and developed of the school’s public website and new Parent Portal (Wordpress). Assisted staff with the school intranet (Sharepoint).

Edited and distributed all key communications to current and prospective parents, including the weekly School e-newsletter, and weekly articles by academic staff.

Edited, coordinated, and delivered the School Yearbook and Multimedia DVD. This was a year-long project involving the entire student body and academic staff in producing photos, videos and written submissions.

Sourced and communicated with outside contractors on a number of design projects for the school (such as graphic designers, web designers and photographers).

## Producer/ Director, Theatre

**Metro Arts, Brisbane**  |  **May 2010 - August 2010**

Wrote, produced, directed and designed a new dance theatre work A Catch of the Breath for a three-week run as part of the Metro Arts Independents season in Brisbane. The show was nominated for Best New Australian Work at the Queensland Matilda Awards 2010.

## Graphic/ Web Designer

**Brisbane Girls Grammar School**  |  **September 2007 - March 2009**

Designed and printed promotional material for school events.

Maintained and developed the school website, intranet and assisted in designing and distributing online communications. Operated high‑volume and large format commercial printers.

# Referees

## Joe McKinley | Associate Design Director, Isobar

mobile: 0400 377 527  
email: [joe.mckinley@isobar.com](mailto:joe.mckinley@isobar.com)

## Steve Nash | **Lead UX Designer, Playground XYZ**

mobile: 0422 922 973  
email: steve.nash@playgroundxyz.com

## Nicholas Ho | Chief Technology Officer, Pascal51

mobile: 0499 980 207  
email: nicholas.ho@pascal51.com.au