Jamie Treyvaud

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USER EXPERIENCE DESIGNER

Experienced UX Consultant with a track record of delivering user-focused digital products across enterprise and consumer platforms. Skilled at translating complex business needs into intuitive, high-performing solutions using design thinking, research, and prototyping. Scaled and led a UX team from the ground up, driving design maturity and collaborating on enterprise initiatives with brands like Apple, Australia Post, and Xero. Brings a creative edge from a prior career in fashion, with a passion for crafting elegant, human-centred experiences that deliver measurable results.

AREAS OF EXPERTISE

End to End UX Strategy | Human Centred Design | Design Thinking Facilitation
Cross Functional Collaboration | Design System Development | Creative Problem Solving
UX Leadership & Mentorship | Prototyping & Interaction Design | Enterprise & Retail UX

TECHNICAL SKILLS

- **Design Tools:** Figma, Miro, Adobe Creative Suite
- **Prototyping:** Figma Prototyping, Vibe Coding, Principle
- **UX Research:** Usability Testing, Surveys, Heuristic Evaluation, Journey Mapping
- **Design Systems:** Creation, Documentation, Atomic Design Principles
- **Front End Understanding:** HTML, CSS, JavaScript (basic/intermediate level), Responsive Design
- **Collaboration & Dev Tools:** Jira, Confluence, GitHub, Slack, Trello, Devops
- **Accessibility & Inclusive Design:** WCAG guidelines, semantic HTML awareness
- **Apple Ecosystem:** iOS & Apple TV design patterns, Apple Music for Business projects

KEY CAREER ACHIEVEMENTS

- **Scaled a UX Practice from the Ground Up**: Built and led an 8-person UX team at Telstra Purple, embedding human-centred design across enterprise delivery teams and significantly increasing design maturity within the organisation.
- **Apple Ambassador – Innovation in Enterprise UX**: Selected by Apple as an Ambassador; led the UX design of internal iOS and Apple TV applications for Apple's Customer Innovation Centre.
- **Enterprise Design Transformation – Australia Post & Xero**: Executed UX strategy and design delivery for critical service and operational platforms at Australia Post and partnered with Xero to support enterprise-scale product initiatives.
- **Product & Platform Redesign – Open Universities Australia**: Led the redesign of the Ollie Design System for Open Universities Australia, improving user engagement and by providing consistent, scalable, and accessible experiences across all products and platforms.

SELECT TRAINING & CERTIFICATES

UX Design & Front-End Dev | General Assembly
Advanced Diploma Multimedia | Swinburne University
Apple Ambassador & Business Excellence Program | Apple
AI for Designers, Design Thinking | IDF
Prompt Engineering, AI-Driven Design | LinkedIn Learning
Swift UI | Designcode.io

CAREER SNAPSHOT

Managing Consultant – Design	**Readify / Telstra Purple / Versent, Melbourne**	**Aug 2018 – Current**
Senior UX/UI Designer	**AIA, Melbourne**	**Nov 2017 – Jul 2018**
Senior UX Consultant	**iSelect, Melbourne**	**Apr 2017 – Jan 2018**

PROFESSIONAL EXPERIENCE

Managing Consultant – Design   **Telstra Purple / Versent, Melbourne**   **Aug 2018 – Current**

As a senior design leader at Telstra Purple—the consulting arm of Telstra, I led UX strategy and team leadership across complex, enterprise-level digital transformation programs. I played a foundational role in establishing and scaling the design practice, building a team of high-performing consultants, and embedding human-centred design thinking within agile delivery teams. Providing strategic leadership on key client engagements, I aligned product strategy with business goals and consistently represented the design function at an executive level. While setting the direction, I remained hands-on in guiding and elevating design quality across a wide range of industries.

Client and Projects
- Apple – Led UX for internal Apple TV and iOS apps as an Apple Ambassador.
- Xero – Partnered on enterprise native app design initiatives.
- Australia Post – Delivered UX across critical customer and operational platforms.
- Open Universities Australia – Redesigned Ollie Design System.
- Marvel Stadium – Developed Native companion App that enhanced digital touch-points across the stadium experience.
- RACWA - Led Sunrise Design System design and development.
- BHP – Applied HCD to support mining operations.
- Melbourne Water – Working with Innovation team to improve service operations with Apple Vision Pro.
- Sydney Swans – Created digital experiences to elevate fan engagement.

Achievements
- Grew and led a high-performing UX team from the ground up, scaling from 0 to 8 consultants and significantly elevating design maturity across the organisation.
- Established and embedded a design-led culture across cross-functional agile teams, ensuring that human-centred design was integrated into delivery workflows and product strategy.
- Influenced executive stakeholders to align product direction with user needs and business goals, acting as a strategic design advisor on high-impact programs.
- Led the creation and governance of scalable, accessible design systems used across multiple enterprise clients, ensuring design consistency, development efficiency, and compliance with accessibility standards.
- Recognised as an Apple Ambassador and selected to lead exclusive UX initiatives, including the design of internal iOS and Apple TV applications for Apple's Customer Innovation Centre.

Senior UX/UI Designer   **AIA, Melbourne**   **Nov 2017 – Jul 2018**

Responsibilities
- Designed for the Vitality Rewards program that helps users stay healthy for participating in fitness tasks for rewards and in turn gives discounts on insurance policies.
- Created high fidelity prototypes and interactive user flows to facilitate stakeholder alignment and streamline development handoff.
- Designed white-label products that maintained a consistent, high-quality user experience while being adaptable across multiple customer implementations.
- Coordinated closely with developers during sprints, providing design QA and ensuring pixel perfect implementation of UX/UI assets.
- Presented design concepts to senior stakeholders, advocating for user centred approaches and securing buy in for design directions.

Achievements
- Enhanced daily engagement for thousands of users by designing a rewards app that incentivised wellness with redeemable points and insurance discounts.
- Reduced time to market for white labelled products by building a modular design system, enabling rapid customisation for diverse clients.

Senior UX/UI Consultant   **iSelect, Melbourne**   **Apr 2017 – Jan 2018**

Responsibilities

- Worked on exclusive launch of Nest Smart Home products that provide discount on insurance policies when purchased from iSelect.
- Designed responsive web and mobile interfaces that enhanced lead generation and improved conversion metrics.
- Collaborated with marketing and content teams to align visual design with brand messaging and content strategy.
- Built wireframes, journey maps and user personas to support product decision making and design rationale.
- Worked within agile squads, attending stand ups and retrospectives, to embed design into the product development lifecycle.

ADDITIONAL TRAINING & CERTIFICATES

Advanced Diploma in Electronic Design and Interactive Media | Swinburne University of Technology
User Experience Design | General Assembly
Front-End Web Development (FEWD) | General Assembly
UX Design | The Interaction Design Foundation (IDF)
AI for Designers | The Interaction Design Foundation (IDF)
Design Thinking: The Ultimate Guide | The Interaction Design Foundation (IDF)
Swift UI | Designcode.io
Apple Ambassador Program | Apple
Business Excellence Program | Apple
Introduction to Prompt Engineering for Generative AI | LinkedIn Learning
The AI-Driven Product Designer | LinkedIn Learning
Apple Vision Pro: First Look | LinkedIn Learning
Visual Thinking for Human-Centred Design | Visual Academy
Miro Essentials | Miro
Mapping & Diagramming | Miro
Collaborative Meetings | Miro
Human-Centred Design | Huddle
Google Analytics | Udemy

Referees available upon request