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*