

A driven designer with over 6 years of experience in developing intuitive digital products in fast-paced environments. Proven track record of supporting business objectives by conducting qualitative research to deeply understand people's motivations and behaviours. Collaborative team player, who brings enthusiasm to cross-functional teams to make designs and solve problems that matter.

EXPERIENCE

● Webflow Designer

Freelance • January 2023 - Present

Webflow designer, working directly with clients to develop websites, style guides, and typography.

- **Developed an accessible website** for a client in the disability sector, working closely with them to ensure it met specific standards of accessibility.
- **Built with a client-first** framework and naming system to ensure easy maintenance.

● Product Designer

Brighte • October 2021 - July 2022

Climate Tech startup providing solar vendors with financing options to customers through a SaaS tool.

- **Identified and presented strategic opportunities** to improve the experience for staff and customers in an internal evaluation of changing the finance platform.
- **Implemented a consistent design style** for the vendors application experience working alongside the vendor portal team.
- **Designed an onboarding flow** to reduce manual processes and allow the sales team to focus on higher-value tasks.

● Experience Designer

Designit • May 2019 - October 2021

International design agency. Worked for airline, real estate, retail and insurance clients.

- **Increased satisfaction** among high volume business customers of a flight booking website through revamped bookings management for Qantas Business Rewards.
- **Increased adoption by 92%** of a bespoke real estate iOS app by improving the check-in flow for open home inspections.
- **Researched and implemented** design templates for over 20 of Aventus's shopping centres nationwide.

● Experience Designer

Symplicit • January 2018 - May 2019

Boutique user research agency. Worked for finance, telecommunications and government clients.

- **Developed proof of concept**, validating customer need and price point, for a new Roboinvesting product for NABtrade, a large (1000+ employees) financial institution.
- **Redesigned and launched the entire investor portal** in <4 months for fund managers MLC, a large (500+ employees) superannuation fund.

STRENGTHS

User-Centric Approach

Strong focus on understanding and meeting the needs of users through research, testing, and iteration to create delightful user experiences.

Interaction Design

Designing intuitive and seamless interactions between users and digital products or interfaces, considering user flows, wireframing, prototyping, and usability testing.

Attention to Detail

Meticulously reviewing and refining designs, paying close attention to visual and interaction details, and ensuring a pixel-perfect final product.

Collaboration

Working effectively with cross-functional teams, including developers, product managers, and stakeholders, to achieve project goals and deliver successful design solutions.

EDUCATION

● Communications Studies

University of Technology, Sydney • 2008 - 2013
Bachelor of Communications (Media Arts Production)

● International studies

University of Technology, Sydney • 2008 - 2013
Bachelor of International studies

● General Assembly

UX Design Immersive • June 2014 - September 2014
3 month UX bootcamp taught by industry professionals.

TOOLS

- Figma
- Sketch
- Invision
- Confluence
- Miro
- Adobe XD
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro