

EXPERIENCE

Senior Product Designer

Woolies X, Sydney (November 2020 - Present)

- Currently working on the Everyday Rewards app for Australia's largest supermarket brand, Woolworths.
- Collaborate with designers, researchers, product managers and stakeholders from other parts of the business ensuring end to end experiences are designed thoughtfully, scale well and delight customers.

Senior Product Designer

Backbase, Netherlands (March 2019 - November 2020)

- Redesigned their Small Business app, using research backed customer pain points to drive the experience uplift.
- Designed a customisable payment accelerator that could be configured for 3 continents; Europe, North America & Africa.
- Coached the design team on mobile design techniques and best practice.
- Created and influenced the direction of the mobile design system using best practice techniques like tokens, atomic principles & more.

Senior Product Designer

Youfoodz, Brisbane (October 2018 - March 2019)

- Launched their new weight loss program through which customers lost an average of 2.5 kilograms.
- Setup design principles for the team to rally around and guide product design efforts and steer critiques.
- Implemented user testing, research & critiques to help the design team collaborate closer together and validate work easier.

Lead Product Designer

Australia Post, Melbourne (September 2016 - September 2018)

- Designed & launched Australia's first fully legislated digital identity app.
- Mentored junior designers and taught them about mobile design and how to think from a mobile first perspective.
- 40% increase in successful verifications for businesses using Digital iD to verify customers.
- Collaborated with product management, engineering & research to build a progressive, accessible first verification framework.

Lead Product Designer

CatchofTheDay, Melbourne (October 2013 - July 2016)

- Implemented a research backed practice centered around customer first outcomes & the shopping experience.
- Increased average order value by 30% and launched their subscription service, Club Catch.
- Reduced cart abandonments by 15% with cart experience updates.
- Generated 70% of overall sales through redesigned app.
- Decreased call volume (-8%) to customer hub for order related issues.
- Increased customer satisfaction (average 4.85 ★) with the redesigned app experience.

EDUCATION

Master of Business Systems

Monash University, Melbourne (2007)

Bachelor of Information Technology

University of Queensland, Brisbane (2005)

SKILLS

Design

Native app design (iOS & Android)

Responsive web

Design systems

Interaction design

2D Illustration

Prototyping

Wireframing (Lo fi & Hi fi)

Sketching

Research

Customer interviews

Usability testing

Personas

Surveys

Card sorting

Competitor analysis

Heuristic evaluation

A/B testing

Affinity mapping

User journey mapping

Information architecture

Kano testing

Tools

Figma

Sketch

Miro

After Effects

Invision & Marvel

Origami, Flinto, Principle & Framer

HTML & CSS