

about me

I'm a seasoned designer with over 15 years of experience. My career began in London with web development, which naturally evolved into visual design and ultimately UX. Currently, I am leading the design team at HCF. I am passionate about developing strategic frameworks, conducting in-depth research, and designing intuitive user experiences that drive innovation.

My approach to design is data-driven and human-centred. As a team leader, I prioritise fostering a safe, trusting, and relaxed work environment that empowers my team to achieve their goals. While I enjoy leading my team, I also remain actively involved in the design process, creating end-to-end user journeys, conducting research, and developing service blueprints. My curiosity is fuelled by the rapid pace of technology, and I relish being up to date with AI, design, and business trends.

skills & deliverables

- **Service Design:** Creating blueprints, dashboards, stakeholder maps, and storyboards.
- **Customer Experience:** Mapping end-to-end journeys, identifying pain points, and navigating complex information architecture.
- **UX Research:** Conducting qualitative and quantitative research, applying co-design, and gathering insights.
- **Data & Analytics:** Using data to measure performance and identify improvements.
- **Design:** Applying human-centred design, creating prototypes, and mentoring designers.
- **Project Management:** Utilising agile methodologies, leading ceremonies, and using Jira and Confluence.
- **Tools:** Figma, FigJam, Miro, Sketch, Adobe CS, Axure, Maze, Askable, Lookback

my career

HCF - Not for profit

UX Chapter Lead

WooliesX - Retail

Service / UX Designer

Dept Communities & Justice - Govt

Lead UX Designer

Commonwealth Bank

UX / Service Designer

InnoWell - Start up

UX / Service Designer

Bilue - Agency

Senior UX Designer

NIB / World Nomads Group

Senior Design Strategist

Voyages Indigenous Tourism

Senior UX Designer

Digital Eskimo - Agency

UX Designer

Shelter - Not for profit

UX Designer - London

Raven - Agency

Junior Designer - London

education

Service Design

Academy Xi Sydney 2020 - 8 weeks

Masters in Time Based Video Art

UNSW COFA Sydney 2009 - 2011

Diploma in Design & Multimedia

University of the Arts London UK 2005 - 2007

Bachelor of Psychology

Q. Uni. Of Technology Brisbane 2001 - 2003

Diploma in Visual Art & Design

Tafe, Brisbane 2001 - 2002

work experience timeline

HCF - 2022-2024 present

UX Chapter Lead

- Spearheaded UX initiatives within HCF, driving user-centric design principles and best practices.
- Established processes to enhance accessibility and usability, while developing a robust research practice.
- Contributed to community engagement through meetups and a leadership monthly talks

WooliesX - 2021-2022

Service / UX Designer

- Led innovation efforts to streamline backend processes and enhance customer self-service capabilities by improving virtual assistant scripts, call centre disposition codes and FAQ's.
- Orchestrated collaboration across BigW, Everyday Rewards & Woolworths to develop a unified single sign-on ecosystem.
- Conducted workshops to align stakeholders on business rules and facilitated migration onto a new platform.

Dept of Communities & Justice - 2020-2021

Lead UX Designer

- Working within the Justice dept specifically courts and Tribunals I lead a team of 6 to digitise court systems, eliminating reliance on paper processes.
- Upgraded UX tools and implemented a new design system to ensure quality and consistency across multiple projects.
- Demonstrated design leadership through workshop facilitation and building departmental public profile.

CommBank - 2019-2020

Service / UX Designer

- Led the design and strategy for the launch of the AIA health insurance product within CBA, utilising research to the end-to-end customer experience.
- Enhancing user experience across existing insurance products, including General and Life insurance, through strategic optimisation.

InnoWell - 2018-2019

Service / UX Designer

Translated business requirements into customer journey maps and service blueprints, and prototypes through co-design surveys and user interviews. Utilised extensive research methods to cater to diverse stakeholders including the Lived Experience group, product teams, and Uni of Sydney academics.

Collaborated closely to deliver exceptional user experiences meeting varied stakeholder needs.

Bilue- 2018-2018

Senior UX Designer

- Delivered top-tier App experiences by prioritising intellectual curiosity and a strong sense of craft.
- Advocated for user-centered design processes, maintaining client relationships, and fostering innovation for clients like Ventia/Broadspectrum and SAP Cloud platform.

NIB / World Nomads Group - 2011-2018

Senior Design Strategist

- Transformed online experiences to be responsive, consistent, and intuitive through research, prototyping and a design system
- Supported mobile users with responsive design and introduced native Tripwise app, focusing on growth conversion metrics and usability.
- Provided creative strategy and execution for campaign work, ensuring intuitive self-service experiences for customers.

Voyages Indigenous Tourism Australia - 2010-2011

Senior UX Designer

- I led advertising campaigns, trade shows, and rebranding efforts for Voyages Resorts.
- Redesigning and re-architecting multiple resort websites, with a focusing on usability.
- Developed design libraries for the resorts, enhancing consistency and efficiency in their design processes.