

Work Experience.



OCT 20 - NOW

Service NSW

Senior Product Designer -
Onboarding (MyServiceNSW Account)

Enabling simpler and more efficient adoption of MyServiceNSW Account products and the value proposition for external partner agencies, through Service NSW initiatives during Pre Project and Project phases



OCT 19 - OCT 20

Conveyancing.com.au

Senior Product Designer

Lead design for conveyancing.com.au Apps in agile environment. Responsible for an end to end design experience from UX discovery to interface design, testing and iteration.



AUG 18 - SEP 19

Fox sports

Senior UI/UX Designer

Part of the Digital team, responsible for introducing the team with design thinking methodology, facilitating design workshops, usability testing and also in delivering high quality Interface design.



MAY 16 - JUL 18

Isobar

Mid/Senior Digital Designer

Collaborate with Experience Designer, Product Owners, Developers, and other team members to deliver design solutions in agile environment. Developing Experience Vision, Design Principle and UI library/styleguides.

ONSITE EXPERIENCES - **isobar**

Qantas (APR 18 - JUL 18)

Working on Qantas global features across Qantas.com and all other loyalty sites in an agile environment.

BWS (FEB 18 - APR 18)

Responsible for BWS new app design; providing users an easier way to purchase drink by offering a highly localised, personalised and convenient shopping.

NRL (DEC 16 - APR 17)

Responsible for the new design of NRL website and all the 16 clubs website by providing principles, design guides and rules.



OCT 15 - MAY 16

New Republic

Mid Weight Digital Designer



NOV 12 - OCT 15

Bubblefish

Mid Weight Graphic/ Digital Designer



JUL 07 - JUL 09

Semut Api Colony

Creative



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CURICULUM VITAE

Educational background.

- 2015 **UX Design Intensive**
Academy XI
- 2013 **Award School**
Award and Advertising Council Australia
- 2011 **Master of PR and Advertising**
University of New South Wales
- 2010 **Master of Commerce (Design Mngmt)**
Raffles College of Design & Commerce
- 2008 **Bachelor of Visual Communication**
Pelita Harapan University

People ignore design
that ignores people

-Frank Chimero

Accomplishments.

- Provided NSW citizens access to a digital vehicle registration reminders, reducing the 7.25M paper that is currently being sent by TfNSW.
- Introduced design thinking process within the Fox Sports digital product teams.
- Designed BWS App that's been downloaded for over 100K and is the number 10 Food and Beverages app on Google Play.
- NRL becomes the preferred online platform, eclipsed leading sporting and news publisher in two years since the redesign; with 1.5M weekly unique views .
- Increased traffic to other Qantas loyalty products through a global navigation solution that is available across all Qantas websites.

Skills.

- User Journeys / Flows
- User Interviews
- Contextual / Field inquiry
- Personas / Mental Models
- Wireframing
- Usability testing
- Interface design (Figma, Sketch, Invision Studio, Photoshop)
- Design System
- Prototyping
- Interaction design (Principle, Flinto, Anima, After effect)
- Basic HTML & CSS



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