



# JEREMY LAYCOCK CV

## UI / Interaction designer

Portfolio – [www.jeremylaycock.com.au](http://www.jeremylaycock.com.au) →

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## Highlighted projects

### W3Digital (2019 - 2 months)

#### UI/Interaction designer

I was hired by W3.Digital to help with the design/revamp of VeroGuard's web presence across mobile, tablet and desktop.

VeroGuard is a leader in cyber security and my role was to develop the look and feel of the site while adhering strongly to brand guidelines. UI and interaction design was also a key role working closely with W3's senior front end developer.

### VicSuper (2017/18 - 9 months)

#### UI/UX/Interaction designer

Working in a small agile team on VicSuper's native mobile app from beginning to first MVP release. I was responsible for the UX/UI design throughout the project in close collaboration with the UX manager and other team members/stakeholders. I helped deliver a product sympathetic to the users needs by following a human-centred design approach while also balancing technical restraints and business objectives.

### ANZ (2015/16 - 8 months)

#### UI/UX/Interaction designer

Working in a small Agile team on the sales continuous delivery products for Internet Banking.

I produced wire frames/prototypes and UI/visual design assets while integrating a lean UX approach within the team, which included guerrilla testing to help validate design decisions and inform UX recommendations. I worked closely with Stakeholders, Product Owners, Developers, QA Testers, BA, Iteration Manager and was involved from beginning until first release of the product, ensuring quality of UX and UI was maintained.

### Myer (2016/17 - 3 months)

#### UI/UX/Interaction designer

Working across multiple projects including Myer Visa application and a Myer ticketing iPad app. I conducted Ethnographic research to help understand user needs and behaviour in order to validate and drive design decisions. Working with a small team, user flows were developed followed by sketches and a testable prototype which evolved through user learnings and team/stakeholder discussions. Other tasks included journey mapping and UI development.

### Pageup (2017 - 2 months)

#### UI/Interaction designer

I collaborated with the lead UX designer and team members to create the look and feel along with interaction design for PageUP's mobile Learning App. I produced wire frames/flows, style tile, inception diagrams, mood boards and paper prototypes to help ensure we were heading in the right direction and to pave the way towards a usable and engaging product.

### Lens10 (2015 - 3 months)

#### UI/UX/Interaction designer

Working in a small data and analytics startup, I helped redesign and improve their tag validation product. Working closely with the Product owner/stakeholder, developers and co/UX on the project, I was responsible for producing personas, user/ task flows, wire frames and conducted lean user testing. I also developed UI style guides, specs and design assets ready development.

## Complete employment history

### 2012 – present

Contract and freelance positions

#### UI/UX/Interaction designer

Companies include:

**2020:** Monash/Epworth Research Centre **2019:** FlightSpeed, W3 Digital, Trout, HRonboard **2017-18:** VicSuper (native mobile app), PageupPeople (native mobile app), MYER (tablet app), **2016-17:** AIA Insurance (CHE Proximity), iGoDirect (ANZ portal), ANZ (Docklands), **2014-15:** Lens10, Telstra, Sell My Castle, Medibank, Loud and Clear, Edge Custom, Zoo Advertising, Big Red Digital, **2012-13:** Wunderman, Hooroo/Jetstar, Fenton Stephens and Collier Creative.

### Dec 2009 – Sep 2010

Melbourne University (casual position)

#### Part time web/accessibility assistant

Worked alongside senior web developers on the Melbourne Institute site and other Melbourne Uni Faculty pages. Migrated content into new templates worked with html and css maintaining accessibility standards throughout.

### Aug 2007 – Jan 2009

Parca Corp. (full-time position)

#### Full time graphic/digital designer

Design and finished art responsibilities for a range of high profile brands such as Grill'd Burgers, Ojay, Loreal, Politix, Spalding, EMG, Gitane, Factory Sound, Salta Properties, Group Technologies and Chilli Promotions.

### Sept 2003 – Aug 2005

Australian Institute of Refrigeration Air conditioning and Heating (AIRAH) (full-time position)

#### Full time graphic/digital designer

Working as sole in-house designer for the company, taking control of a wide range of promotional material and maintaining company branding integrity. Produced the monthly 48 page industry magazine. All work taken from concept to finished art ready for print.

### 2002 – 2005

Various contract and freelance positions

#### Freelance graphic designer

Companies include:

Tomorrow Agency (HSJ Advertising), Huzzard Byfield, Atomic (Reality Group), bcreative and Elite Sports.

### 2001 - 2003

Guthrie Advertising and Caridi Design (Part time positions)

#### Freelance graphic artist/designer

Worked on press ads and various other advertising and design communication.

### 2000 - 2001

The Brand Agency (full-time position)

#### Full time graphic artist/designer

Worked on catalogues, flyers and press ads for Bunnings Warehouse.

## Education

### 2020

Mobile User Experience Design (online training re-fresher)  
Interaction Design Foundation

### 2015

Introduction to User Experience design  
UX Mastery

### 2009

Certificate IV in Business (small business management)  
Kangan Institute, Richmond

### 1998 – 2000

Diploma of Arts: Graphic Art  
Victoria University, South Melbourne

### 1997

Diploma of Arts: Design  
Victoria University, South Melbourne

## Skills

- User Interface design, interaction design, user experience design
- Human centred Design activities (user research, usability testing, design/ideation workshops, journey mapping, scenario mapping, card sorting)
- High and low fidelity wireframing and prototyping (Sketch/InVision, pen & paper, Axure)

- Sitemapping and user/task flow creation
- Good understanding of html and CSS
- Communicating with developers and stakeholders
- Visual/Graphic design
- Helping to solve complex design problems

## Primary tools



Sketch



InVision



Zeplin



Principle



Pen and paper

Other tools: Figma • Freehand • UsabilityHub • TreeJack • Photoshop • Illustrator • InDesign • Acrobat Pro



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