

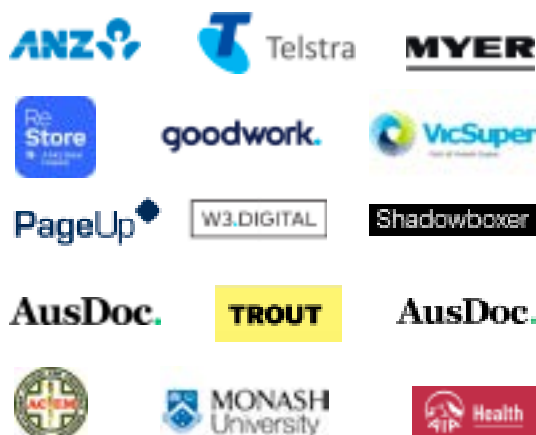
- ▶ Experienced UX/UI designer with a focus on creating seamless digital experiences for both web and native mobile applications.
- ▶ Proven ability to lead design initiatives that enhance user experience and UI/visual design, aligning strategies with user needs and business goals.
- ▶ Skilled in creating wireframes, high-fidelity prototypes, conducting usability testing, and iterating using lean UX methodologies, while utilising AI as a tool to enhance the design process.
- ▶ Expert in applying usability and accessibility standards, design best practices, and a human-centred design approach.
- ▶ Strong collaborator in cross-functional teams within agile environments, working effectively with all stakeholders.

## About me

I began my career as a graphic designer, driven by a passion for creating beautiful and engaging visual communication. In 2009, I transitioned into digital and product design, where I combined my love for UI with a focus on user experience, thinking deeply about user needs and behaviours to help people achieve their goals with greater ease and satisfaction.

As a design contractor, I've contributed to cross-functional teams within Agile environments, working on a wide range of digital projects across diverse sectors, including telco, healthcare, fintech, retail, trade, HR, and education. My experience spans agency, start-up, and corporate/client-side environments, collaborating with companies like Telstra, ANZ, VicSuper, MYER, AusDoc, Medibank, PageUp, Goodwork, Shadowboxer, W3Digital, Trout Creative, and more.

[Click here to jump to some of my project highlights](#)  
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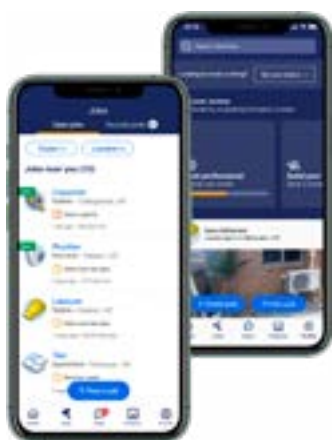


## Mobile-centric work

Ever since transitioning into UX/UI design from graphic design, I have had a keen interest in designing for the mobile screen.

Over the last 10 years I've been involved in some exciting native app projects such as:

- a mobile app helping retail brands streamline their processes
- a mobile app helping medical professionals connect and collaborate
- a mobile app helping tradies find jobs
- a mobile app connecting people and food
- a mobile app for HR employees
- a mobile app for superannuation customers
- a tablet app for streamlining retail managers' ticketing workflows.



## My complete employment history

### 2012 – present

Contract and freelance positions

#### UX/UI

- 2023-24:** Restore for retail, ACEM (Australasian College for Emergency Medicine)
- 2021-22:** Restore for retail (Shadowboxer), AusDoc Group (iOS app), Goodwork (iOS app), Foodjitsu (iOS)
- 2019-20:** Monash/Epworth Research Centre, FlightSpeed, W3 Digital (Responsive web), Trout Creative, HROnboard
- 2017-18:** VicSuper (iOS app), Pageup (iOS app), MYER (Tablet app),
- 2016-17:** AIA Insurance (CHE Proximity), iGoDirect (ANZ portal), ANZ (IB forms)
- 2014-15:** Lens10, Telstra (internal portal), 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

Print/digital designer and finished artist 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.

### 2001 – 2005

Various contract and freelance positions

#### Freelance graphic designer

Companies include: Tomorrow Agency (HSJ Advertising), Huzzard Byfield, Atomic (Reality Group), bcreative and Elite Sports, Guthrie Advertising and Caridi Design.

### 2000 - 2001

The Brand Agency (full-time position)

#### Full time graphic artist/designer

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

## Skills

- Communicating stakeholders and other cross-functional team members such as engineers
- User Interface design, interaction design, user experience design
- Human Centred Design activities:
  - user research/usability testing
  - design ideation workshops
  - journey mapping
  - task flows
  - scenario mapping
  - card sorting)
- Mobile-first design
- High and low-fidelity wireframing and prototyping
- Task-orientated design
- Cross-platform design
- Good understanding of html and CSS
- Solving complex design problems
- Visual/Brand identity design
- AI as a tool within my design process

## Primary design tools



Figma



Askable Live



Pen and paper



Principle

## AI tools



ChatGPT



Perplexity



AI Studio



Uizard

Other tools: FigJam • UsabilityHub • TreeJack • Photoshop • Illustrator • InDesign • Acrobat Pro

## Education

### 2024 – present

AI for Designers  
(in progress)  
Interaction Design  
Foundation (IDxF)

### 2020

Mobile UX Design  
(online training  
re-fresher)  
Interaction Design  
Foundation

### 2015

Introduction to User  
Experience design  
workshop  
UX Mastery

### 2009

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

### 1997 – 2000

Diploma of Arts: Design  
Diploma of Arts: Graphic Art  
Victoria University,  
South Melbourne



# CV APPENDIX

## Project highlights

[View all case studies via my online portfolio >](#)

**Restore for Retail (2023/24 - 11 months)** [View case study >](#)

**UX/UI – Cross platform – web and native environments**

Hired to lead design efforts at Restore, a platform to streamline retail operations. I focused on designing key features for the retail productivity product. In collaboration with the Product Owner and team, we introduced key features and quick UX enhancements, while exploring future AI integrations. I prioritised usability and accessibility best practices, incorporating scenario-based design and feedback sessions, and guided the visual language towards a minimalist, consistent, and streamlined design system.

**ACEM – web portal for healthcare professionals (2023 - 5 months)**

*Case study in progress*

**UX/UI – Cross platform web environment.**

The CPD Portal for ACEM is a digital platform designed to streamline Continuing Professional Development (CPD) for emergency medicine professionals. It allows users to log, track, and manage their CPD activities, ensuring compliance with accreditation requirements.

My role focused on a re-design of the portal – enhancing the portal's UI and overall experience by improving accessibility, usability/creating a more intuitive platform and refreshing the UI and visual design. The aim was to support and help busy medical professionals in efficiently navigating their ongoing learning and development.

**Goodwork (2021 - 5 months)** [View case study >](#)

**UX/UI – Native mobile app**

I joined Goodwork (the 'LinkedIn for tradies') to help with re-designing key features, improving various UI components and interactions throughout the mobile app and played a part in the transition towards a UI refresh and the very beginnings of their design system.

I lead user testing sessions and worked closely with the cross-functional team in an agile environment where a number of important updates were released.

**Foodjitsu (2021 - 4 months)**

**UI/IXD – Native mobile app**

Jumping on board the Foodjitsu team, I methodically worked through the design process to define and develop a visual language and UI style for Fujitsu's new mobile app.

Keeping the team in the loop regularly and encouraging collaboration as part of the design process, I produced personas, UI competitor analysis, explored visual styles via mood boards, mocked up wire frames and user flows to ensure interactions were intuitive throughout the app.

**W3Digital (2019 - 2 months)** [View case study >](#)

**UX/UI – Responsive web**

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 help 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.digital's senior front end developer.

**VicSuper (2017/18 - 9 months)** [View case study >](#)

**UX/UI – Native mobile app**

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)** [View case study >](#)

**UX/UI – Web (forms)**

Working in a small cross-functional 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 the team and was involved from beginning until first release of the product, ensuring quality of UX and UI was adhered to.

**MYER (2016/17 - 3 months)** [View case study >](#)

**UX/UI – Tablet app**

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.

**Pageup (2017 - 2 months)** [View case study >](#)

**UX/UI – Native mobile app**

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.

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