CV OF JEREMY LAYCOCK

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Portfolio:
www.jeremylaycock.com.au

Senior UX / UI / Product designer

Senior UX/UI & Product Designer with 10+ years' experience working with teams to deliver impactful solutions for leading brands including **ANZ, Telstra, MYER, Medibank, VicSuper, Goodwork,** and **Pageup** across telco, healthcare, fintech, retail, HR, and education.

My expertise spans end-to-end design for web and native mobile applications, using methods tailored to each project, from journey mapping, scenarios and ideation to prototyping, testing and UI handover.

My approach is grounded in user empathy, utilising lean user research methods and maintaining a focus on aligning user needs and goals with business objectives. I am adept at collaborating with stakeholders, working in parallel with engineers, and using design tools such as Figma and leveraging AI to enhance and accelerate the design process.

Whether working in agency, start-up, or enterprise environments, I am passionate about improving digital experiences, driving meaningful outcomes, and ensuring users can achieve their goals with ease and satisfaction.
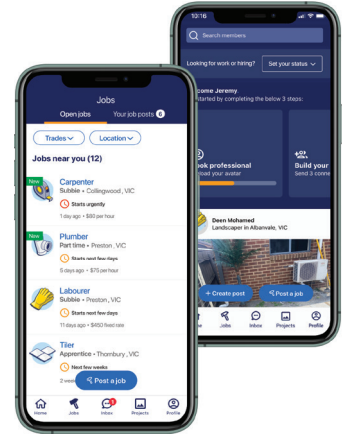
Key Skills and Capabilities

Human-Centred Design
User research, usability testing, design ideation, scenario mapping, card sorting, journey mapping, moderated/unmoderated research, top task analysis, cognitive walkthroughs, expert reviews, lean UX, personas

Design Problem-Solving
Analytical thinking, critical thinking, problem identification, solution ideation, user pain points

Stakeholder & Team Collaboration
Stakeholder management, cross-functional collaboration, communication, agile teamwork, design-to-dev workflow

Task-Oriented & Experience Design
Task analysis, user flows, accessibility, intuitive design, goal-driven UX, journey optimisation

Cross-Platform & Responsive Design
Mobile-first design, responsive design, native mobile, web design, cross-device consistency

UI & Interaction Design Systems
UI design, interaction design, design systems, component libraries, design tokens, accessibility (WCAG)

AI in Design
AI-assisted prototyping, generative design, research automation, usability analysis, workflow optimisation

Visual & Brand Identity Design
Visual systems, brand consistency, digital branding, style guides, graphic design

Work History

SELECTED PROJECTS
Responsibilities and key contributions

Nov 2023 - Oct 2024
11 MONTHS

Restore for Retail
Retail SaaS Product
for Operational Efficiency

Senior UX/UI/Product designer

- Led the design of a SaaS platform enabling retail organisations to streamline operations and manage repetitive tasks more efficiently.
- Addressed immediate usability issues and designed key features—including recurring tasks, updated task landing screens, and an improved assignee modal—to enhance workflow and task management.
- Drove adoption of the recurring tasks feature, with approximately 60–75% of brands utilising it for repetitive tasks.
- Streamlined task workflows, reducing time spent on repetitive tasks by an estimated 20–30%.
- Improved in-app communication, with new commenting features adopted by over 70% of store managers in the first month.
- Delivered improvements to task management interfaces, making it easier for managers and Customer Success Managers to check task status, filter by date, and access key details.
- Established a unified, minimalist visual language and consistent UI style guide, increasing design consistency and reducing design debt.
- Collaborated with product managers, developers, and retail stakeholders to ensure solutions aligned with user needs and business goals.
- Iterated on designs based on ongoing user feedback, resulting in high user satisfaction and repeat feature use.

Skills: Requirements gathering and scenario mapping, prototyping, usability analysis, wire framing, high fidelity UI design, lean UX research, iterative design, accessibility design, QA testing

June 2023 - Oct 2023
5 MONTHS

Australasian College for Emergency Medicine
Retail SaaS Product for Operational Efficiency

Senior UX/UI designer

- Led the end-to-end redesign of the CPD Portal, supporting emergency medicine professionals in managing their Continuing Professional Development activities.
- Conducted interviews and UX surveys with stakeholders and medical professionals, mapping user journeys to identify pain points and opportunities.
- Collaborated with business analysts, product owners, and engineers through story mapping and technical feasibility sessions to align business, user, and technical requirements.
- Created early wireframes and interactive prototypes, running usability testing and iterating on high-fidelity designs based on user feedback.
- Refreshed the portal's visual design, applying accessibility best practices and delivering a modern, intuitive, and WCAG-compliant user interface.
- Increased CPD log completion rates by an estimated 15–25% following the redesign, based on industry benchmarks and user feedback.
- Reduced steps required to log CPD activities by approximately 30%, streamlining user journeys and improving efficiency.
- Achieved full WCAG 2.1 AA compliance, expanding accessibility for all users.
- Received positive feedback, with 80% of surveyed users reporting the new interface was easier to use and improved their experience.
- Achieved strong user outcomes, with most users agreeing CPD logging was easier, progress tracking was simpler, and the redesigned interface significantly improved their experience—directly supporting business goals of increased log completion and user satisfaction

Skills: user research (interviews, surveys and usability testing), journey mapping, stakeholder engagement, story mapping, wireframing, interactive prototyping, high-fidelity UI design, accessibility and WCAG compliance, cross-functional team collaboration, requirements gathering, design rationale and justification.

Jeremy Laycock

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June 2022 - Sep 2022
4 MONTHS

Restore for retail (Shadowboxer)
(native mobile app)
SaaS product -Visual merch

Senior UX/UI designer

Collaborated with cross-functional teams to redesign key features of the Restore mobile app, focusing on improving the visual merchandising feedback loop. Conducted user research to identify pain points and designed an in-app photo markup and commenting feature that streamlined communication, kept users within the app, and enhanced workflow efficiency for retail staff and head office teams.

- Reduced time to complete visual merchandising feedback loops by an estimated 25% through in-app photo markup and commenting.
- Contributed to a measurable increase in app engagement, with daily active users rising by approximately 10% post-update.
- Developed and implemented new design system components, reducing UI inconsistencies by an estimated 40%.

Skills: prototyping, interaction and UI design, usability testing and iteration, cross-functional team collaboration (agile environment), visual design and design system contribution, mobile accessibility.

Nov 2021 - Jan 2022
3 MONTHS

AusDoc
(native mobile app)

Senior UX/UI designer

The AusDoc app allows medical professionals can connect and collaborate with colleagues. I worked within a cross-functional team to ensure new features in the AusDoc mobile app were intuitive, accessible, and aligned with ADG's design system. Collaborated closely with the product owner to design the new comments feature, mapping user flows, running feasibility sessions with engineering, and delivering high-fidelity UI specifications for release.

Skills: stakeholder collaboration, wireframing, interaction design, mobile accessibility.

May 2021 - Sep 2021
5 MONTHS

Goodwork
(native mobile app)

Senior UX/UI/Product designer

Goodwork – an app for tradies to find jobs, hire workers and connect with each other. I joined the team to redesign key mobile app features, enhance UI components and interactions, and contribute to the early development of their design system. Led user testing sessions and collaborated with the cross-functional team in an agile environment to deliver a refreshed UI and release several important product updates.

Skills: usability testing, UI auditing, prototyping, creating reusable UI components, team collaboration, design-dev workflow, mobile accessibility, task-oriented design.

2021 – 4 months | **Fujitsu** – Native iOS app – **Senior UX/UI designer)**

2020 - 2021 | **Trout Creative, HROnboard, Monash/Epworth Research Centre** – UX/UI designer

2019 – 1 month | **Flightspeed** – Web/mobile (pitch) – **Senior UX/UI designer)**

2019 – 2 months | **W3.Digital** – Responsive web – **Senior UI/UX designer)**

2017/18 – 10 months | **VicSuper** – Native mobile app – **Senior UX/UI designer)**

2017 – 2 months | **PageUp** – Native mobile app – **UX/UI designer)**

2016/17 – 4 months | **MYER** – Tablet app – **UX/UI designer)**

2016 – 3 months | **ANZ (iGoDirect)** – Financial hub – **UX/UI designer)**

2015/16 – 8 months | **ANZ** – Responsive web (forms) – **Lead UX/UI designer)**

2015 – 3 months | **Lens10** – Web + mobile platform – **UX/UI designer)**

2015 – 2 months | **Medibank** – Web responsive – **UX/UI designer**

2014/15 – 3 months | **Telstra** –Web portal – **UX/UI designer**

2014 – 2015 | **Sell My Castle, Loud and Clear, Edge Custom, Zoo Advertising, Big Red Digital** – UX/UI designer

Dec 2012 – Sep 2013 | **Wunderman, Hooroo/Jetstar, Fenton Stephens and Collier Creative** – UI / Digital designer

Dec 2009 – Sep 2010 | **Melbourne University** – web accessibility assistant

Aug 2007 – Jan 2009
FULL TIME (1 year 5 months) | **Parca Corp** – Graphic designer / digital designer

Sept 2003 – Aug 2005
FULL TIME (2 years **)** | **AIRAH** – Graphic designer / digital designer

TOOLS

Primary design tools

Figma
FigJam
Miro
Pen and paper
Principle

Reserach tools

Useberry
Sondar
Askable Live
TreeJack
Pollunit

AI tools

ChatGPT
Perplexity
AI Studio
Uizard

Secondary design tools

Photoshop	InDesign
Illustrator	Acrobat Pro

Education

2025
AI for Designers
Interaction Design Foundation (IDxF)

2024
Designing for AR & VR (in progress)
Interaction Design Foundation (IDxF)

2020
Mobile UX Design (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 – 1998
Diploma of Arts: Graphic Art
Victoria University, South Melbourne

1998 – 2000
Diploma of Arts: Design
Victoria University, South Melbourne

GET IN TOUCH

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References available upon request

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