

RESUME OF

jeremy laycock

Senior UX–UI–Product designer

Profile summary

Accomplished UX/UI designer with over 10 years' experience creating end-to-end digital products across fintech, retail SaaS, education, and health/med-tech platforms. I adopt a lean, user-centred approach, turning research and data insights into tangible results.

- UX design driven by insights from real people
- creative UI/visual designer (Figma)
- proactive in integrating AI into design process
- collaborative, no-ego, cross-functional teamwork
- experienced in design system development to support scalable, consistent experiences

Worked with: Australasian College for Emergency Medicine, Aus Doctor Group, ANZ, Telstra, Myer, Open Universities Australia, Restore for Retail, VicSuper, Melb Uni, Goodwork, Pageup and more.

Skills and expertise

mobile-first design	usability testing	
accessibility (WCAG)	stakeholder collaboration	
wire framing	artificial intelligence (AI)	
evidence-based design	lean UX research	
journey mapping	UI auditing	problem solving
human centred design (HCD)	prototyping	
agile	visual design	engineer collaboration
research analysis	personas	interaction design

Tools

Figma	Perplexity (AI)	Visily (AI)	JIRA	Miro
Askable (user testing)	Hubble (user testing)	Adobe Suite		

Contact

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References available upon request

Experience (selected projects)

Full history can be viewed on my LinkedIn profile: linkedin.com/in/jlaycock/

Various clients

UX/UI designer Freelance Nov 2025 – Current

Delivered smaller design projects across political, medical and other sectors

Open Universities Australia (OUA) (responsive web)

UX/UI designer Contract Aug 2025 – Oct 2025

I joined the OUA transform marketing team to contribute to a greenfield project launching soon. A new experience designed to help prospective students explore and compare degrees with ease and confidence.

My goal was to help the team design a new experience that helped students discover and explore Bachelor of IT courses, solving the problem of too many course options by combining authoritative information with a clear guided choice approach.

- Quickly got across the OUA domain in an early-stage greenfield environment, progressing design through ambiguity by collaborating closely with PMs and POs, using scenarios, user flows, sketching and ideation to align direction
- Initiated lean research to kickstart continuous discovery, running unmoderated testing on early wireframes of the curated compare awards screen
- Validated user understanding of the page purpose, identified areas of confusion and gathered actionable improvements to strengthen guided decision making
- Partnered closely with engineers across early sprints, delivering wireframes and iterating quickly to support build and momentum, then collaborating with UI design on high-fidelity, dev-ready outputs
- Applied a mobile-first approach throughout, prioritising smaller screens to ensure a clear, responsive and accessible experience

Restore for Retail (SaaS web + mobile app)

UX/UI designer Contract Nov 2023 – Oct 2024

I joined Restore for Retail again, to lead the design effort for their retail SaaS product. A product that allows retail orgs to streamline their operations.

My role involved addressing immediate usability issues, designing a number of key features to ensure a seamless user experience, and laying the foundation for a unified visual UI style with a minimalist and consistent visual language.

- Collaborated with product managers, developers, and retail stakeholders to ensure solutions aligned with user needs and business goals.
- Addressed immediate usability issues and designed key features, including recurring tasks, updated task landing screens, and an improvement to enhance workflow and task management.
- 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.

Australasian College for Emergency Medicine (responsive web)

UX/UI designer (contract) Contract Jun 2023 – Oct 2023

My role focused on redesigning the CPD Portal, enhancing UX and UI by improving accessibility and usability, and creating a more intuitive, modern platform to support busy medical professionals in managing their ongoing learning.

- Led end-to-end redesign of the ACEM CPD Portal, improving usability, accessibility and visual design
- Conducted interviews and surveys, mapping journeys to identify key pain points
- Collaborated with BAs, product owners and engineers to align user, business and technical needs
- Created wireframes & prototypes, testing and iterating into high-fidelity designs
- Delivered a modern, WCAG 2.1 AA compliant interface, simplifying CPD logging and improving user experience

Education

2025: AI for Designers

Interaction Design Foundation (IDxF)

2020: Mobile UX Design (re-fresher)

Interaction Design Foundation

2015 – Introduction to UX design workshop

UX Mastery

2009: Cert IV 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

Selected relevant experience cont...

ADG – Australian Doctors Group (native mobile app)

UX/UI designer (contract) Contract Nov 2021 – Jan 2023

The Australian Doctors Group’s AusDoc app enables medical professionals to connect and collaborate.

I worked in a cross-functional team to ensure new features were intuitive, accessible and aligned with ADG’s design system. Partnering closely with the PO, I designed the comments feature incl mapping user flows, interaction scenarios, running feasibility sessions with eng, and delivering hi-fi UI specs for release.

Goodwork (native mobile app)

UX/UI designer Contract May 2021 – Sep 2021

Goodwork is an mobile app for tradies to find jobs, hire workers and connect.

I re-designed key features, enhanced UI components and contributed to the early design system, leading user testing and collaborating cross-functionally to deliver a refreshed UI and key updates

Project highlights

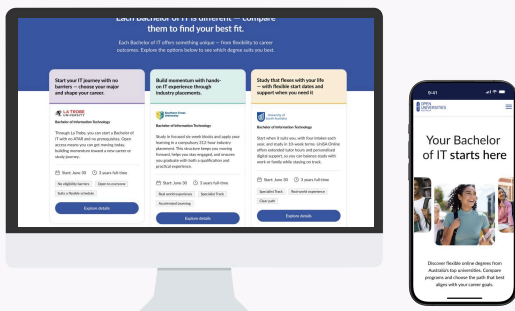
Bach IT transformation (greenfield) project

Open Universities Australia

Students needed a simplified way to navigating through an overwhelming number of courses.

Designed with team an experience with authoritative information and a clear guided choice approach.

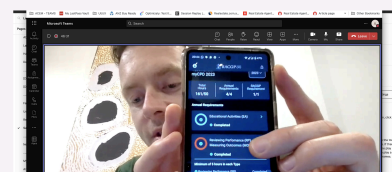
Kicked off continuous user feedback to give team confidence that we were moving in the right direction.



CPD Portal re-design

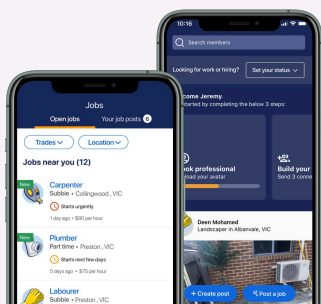
Australasian College for Emergency Medicine

Lean user testing and research plus UI refresh – redesign of ACEM’s portal to help people track and complete their CPD learning platform



App for tradies

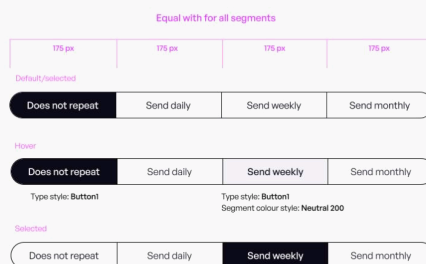
Goodwork



Retail task management

Restore for Retail

Led design of core features for ReStore for Retail, improving task management and communication, with strong feature adoption. Developed a cohesive UI style guide, delivering a more intuitive, efficient, user-centred platform.

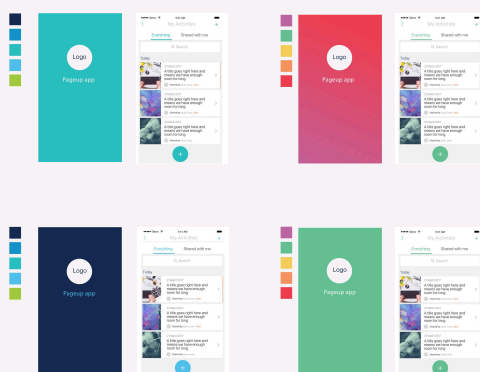


Everyday Learning app

PageUp

I helped design a new 'Everyday Learning' app for mobile and tablet. Developed to enable users to easily record informal learning undertaken and share beneficial resources among their colleagues.

I created UI, starting with mood boards, inception (personality) diagrams, colour exploration and fleshed out interaction design.



Overdraft application (forms)

ANZ

Led UX/UI for ANZ Assured (overdrafts), applying a lean approach to improve usability and desktop experience within an agile squad in Online Banking.

