

Senior UX/UI Product designer

CV OF
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Profile summary

Senior UX/UI Product Designer with 10+ years' experience designing complex digital products across sectors such as healthcare, education, retail and financial services. I combine user research, interaction design and visual craft to simplify complex experiences and create accessible, intuitive products. Experienced across the full design process, from discovery and research through to prototyping, testing, UI, delivery and continuous UX improvement.

My key skills and capabilities

Human-centred design and continuous improvement

Lean UX – moderated/unmoderated user research, usability testing, design ideation sessions, scenario mapping, card sorting, journey mapping, accessibility testing, top task analysis, cognitive walkthroughs, expert reviews and more.

Communication with stakeholders

Effective collaboration and stakeholder management, design justification and communication across whole cross-functional team.

Accessibility

WCAG accessibility best practice, inclusive design and accessible interaction design patterns.

Task-oriented design

Designing experiences around core user tasks, ensuring essential actions are intuitive, accessible, and central to the user journey.

Collab with engineering

Vast experience building the relationship and working closely with engineers, initiating tech feasibility sessions and handing over clear and detailed Figma files.

Cross-platform and mobile-first design

Expertise designing for native and mobile web responsive design with mobile first design approach.

UI, interaction design

Designing scalable interfaces using design systems, component libraries, design tokens, and accessibility best practices.

AI in design

Leveraging AI tools (with human critical thinking) to enhance the design process

Visual/brand identity design

Ability to craft cohesive visual systems and maintain strong brand consistency.

mobile-first design	interaction design	design reviews	accessibility (WCAG)	HCD	design specs	wire framing	QA testing	
information architecture	UI design	lean UX	journey mapping	agile	prototyping	usability testing	UI auditing	AI
problem solving	UI style tiles	scenario mapping	engineer collaboration	component libraries	qualitative Research	Research		
UX metrics	stakeholder collaboration	personas	product design	visual design	quantitative Research	design systems		

Tools

Figma	sketching (pen and paper)	Askable (user testing)	Hubble (user testing)	JIRA	Miro	ChatGPT (AI)	Claude code (AI)	Adobe Suite
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Career direction

After several years working across contract roles and with many different teams, I'm now looking for a longer-term opportunity where I can bring that experience and contribute over time.

Recent experience

Various clients

Senior UX/UI designer Freelance: Nov 2025 - Current

Delivered smaller design projects across medical, political and other sectors

Open Universities Australia (OUA) (responsive web)

UX/UI designer Contract: Aug 2025 - Oct 2025 (Melbourne)

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 continuous product discovery through lean user research, usability testing and experimentation 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, developer-ready output
- Applied a mobile-first approach throughout, prioritising smaller screens to ensure a clear, responsive and accessible experience

Restore for Retail (SaaS web + mobile app)

Senior UX/UI designer Contract: Nov 2023 - Oct 2024 (Melbourne)

I joined Restore for Retail, to lead the design effort for their 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 and UI issues and designed key features, including recurring tasks, updated task landing screens, and an improvement to enhance workflow and task management.
- Worked towards a unified, minimalist visual language and consistent UI style, increasing design consistency.
- Established a consistent 8px spacing system to create a more cohesive, scalable, and visually balanced UI across the product.
- 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.

Australasian College for Emergency Medicine (ACEM) (responsive web)

Senior UX/UI designer Contract: Jun 2023 - Oct 2023 (Sydney)

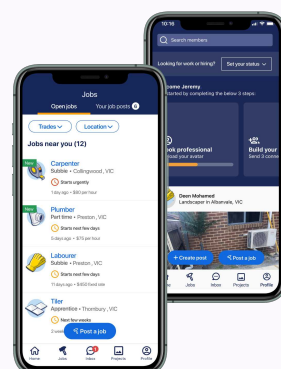
My role focused on redesigning the CPD Portal, enhancing UX and UI by improving accessibility and WCAG compliance and usability, and creating a more intuitive, modern platform to support busy medical professionals in managing their ongoing learning.

- 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 and prototypes, conducted user testing and iterated towards high-fidelity UI designs
- Delivered a modern, WCAG 2.1 AA compliant interface, simplifying CPD logging and improving user experience
- 80% of surveyed users reporting the new interface was easier to use and improved their experience.

Mobile-centric work

Since beginning my UX/UI design pathway, I have been passionate about designing for the mobile screen. Over the last 10 years I've been involved in some exciting web and native mobile projects such as:

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



Full employment history

2023 – 2026

Open Universities Australia – Transformation project (mobile/desktop) – Senior UX/UI designer

Restore for Retail – Retail SaaS Product (desktop and mobile) – Senior UX/UI designer

Australasian College for Emergency Medicine (ACEM) – CPD portal redesign (web + mobile) – Senior UX/UI designer

Social campaigns/movements – Including web redesign (desktop, tablet + mobile) – UX/UI freelance (pro-bono)

2020 – 2022

Restore for Retail – Retail SaaS Product (web + native mobile) – Senior UX/UI designer

ADG (AusDoc) – Connecting GPs – native mobile app – Senior UX/UI designer

Goodwork – Helping tradies connect and find work/sub-contractors – mobile app – Senior UI/UX designer

Fujitsu – discovering healthy food and recipes – mobile app – Senior UI/UX designer

Trout Creative, HRonboard, Monash Epworth Research Centre – various UX/UI freelance roles

The Neuropsychology Practice – UX/UI review + recommendations – UX/UI freelance

2017 – 2019

Flightspeed – Web/mobile (pitch) – Senior UX/UI designer

W3.Digital – Cyber security responsive web redesign – Senior UI/UX designer

VicSuper – Native mobile app – Senior UX/UI designer (10 month contract)

PageUp – Internal learning native mobile app – UX/UI designer

MYER – In-store ticketing tablet app – UX/UI designer

2014 – 2016

ANZ (iGoDirect) – Financial hub – UX/UI designer

ANZ – Internet banking – Overdrafts product forms (web + mobile) – Lead UX/UI designer (8 month contract)

Lens10/DataTrue – analytics tag assurance tool (web + mobile) – UX/UI designer

Medibank – Web responsive – UX/UI designer

Telstra – OneHub internal web portal (desktop) – UX/UI designer

Sell My Castle, Loud and Clear, Edge Custom, Zoo Advertising, Big Red Digital – UI / Digital designer

2011 – 2013

Wunderman, Hooroo/Jetstar, Fenton Stephens and Collier Creative – UI / Digital designer

2009 – 2010

Melbourne University – web accessibility assistant / designer

2007 – 2009

Parca Corp (FULL TIME 1.5 years) – Graphic designer / digital designer

2003 – 2005

AIRAH (FULL TIME – 2 years) – Graphic designer

Education

2025: AI for Designers

Interaction Design Foundation (IDxF)

2020: Mobile UX Design (refresher)

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