

Education

Bachelor of Creative Industries

Interactive & Visual Design

2016

Queensland University of Technology

Distinction GPA 6.45

Community

IxDA Brisbane Local Leader

Interaction Design Association

2022

Design Challenge Winner

Service Design Jam

2020

Co-host

Brisbane UI and Visual Design

2019

Skills

UX Design

Service Design

Visual Design

Interaction Design

Usability Testing

Research

Design Systems

Project Planning

Mentorship

Recruitment

HTML

CSS

Tools

Figma

Miro

Sketch

InVision

Creative suite

Behaviour analytics

*Confidence to learn anything
else required*

Experience

Lead UX/UI Designer Muval

Jan 2021 - Now

An empathetic design leader and communicator, demonstrated through my adaptability and collaborative approach to deliver design artefacts, identify process gaps, define and manage design futures, build relationships, influence stakeholders, provide mentorship and apply quality gatekeeping.

With a human-centred approach, I manage UX for product and service to exceed user's and business expectations. Overseeing the end-to-end UX process; I'm instrumental in the research and design of the CRM, customer-facing platform, affiliate portal and website. I'm highly skilled at identify opportunities and managing logistics to deliver a seamless experience for employees, customers and affiliates.

UI/UX Resident Designer Mawson Ventures

Nov 2019 - Dec 2020

Through leadership, research, ideation and implementation I created strategies and delivered designs to support the core business and portfolio company goals:

- For 5 months I led Vaux, as acting CEO, managing investor relationships and a team of machine learning engineers; I conducted research, designed and delivered product demos and prototypes, securing confidence and preserving investment.

- I recruited and led the Splash design and animation team of six, managing day-to-day operations and team development. I was instrumental in the design and delivery of the metaverse game, Splash; offering immersive experiences, themed venues with celebrity guests including *Tones and I* and *Benee*, reaching 150k users in less than 2 weeks and 80M+ within a year.

- In preparation for demo day, I joined Delta AI at the 2020 Techstars Accelerator in LA, providing mentorship, research and strategy, leading to program success.

UI/UX Designer TrademarkVision - now CompuMark

Feb 2017 - Nov 2019

Reporting to the COO, I understood complex data systems for custom-built search engines for Government agencies and our B2B SaaS Product, TrademarkVision. I delivered task flows, wireframes, low and high-fidelity mockups and prototypes.

Working with the marketing and cross-border sales team, I gained insights through surveys, analytics and focus groups to inform design decisions and collaborated with the development team, providing feedback and designs with speed and attention to detail. I lead the company website redesign and co-lead the design and delivery of the AR experience at the Seattle INTA Conference.

Digital Designer QUT Creative Enterprise Australia

Jul 2016 - Jun 2017

Website management, digital design and experience assistance for creative events including Startup Weekend 2017, Creative3 Conference and Fashion 360 Showcase.

References available upon request