

Design

Vision
Brand
Culture
Systems
Discovery
Leadership

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Experience

Jan 2022 — Current	Design Lead	Vouch
Sept 2021 — Jan 2022	Human Centred Design Specialist	University of Technology Sydney
Nov 2019 — Jun 2021	Design Lead and Global Brand Strategist	Trade Ledger
Dec 2018 — Aug 2019	Design Lead (Product)	HighLow Markets
Aug 2017 — Dec 2018	Design Lead	Expert360
Mar 2017 — Aug 2017	Principal Designer	Various Contracts
Mar 2016 — Mar 2017	Snr. Product Designer	Search Party
Oct 2014 — 1 Week	Snr. Designer (Volunteer)	Open Australia
Aug 2013 — Oct 2015	Snr. Interaction Designer	Digital Eskimo
Feb 2008 — Aug 2013	User Experience Designer	Raw Ideas

Academic

2012 — 2013	Visual Communication (Community based projects)	University of Technology Sydney
2004 — 2007	Advanced Diploma in Visual Communication	Design Centre Enmore

Brand & Vision	Develop brand stories, values, and strategy Ideate across departments to manifest a vision Routinely elevate all brand collateral & socials Use research to align brand identity with positioning Produce & manage identity assets & guidelines Educate brand strategy across all departments
Design Ops & Culture	Quarterly roadmap planning and prioritisation Hire and build multi-disciplinary design teams Define design workflows, tooling, and process Mentor designers & establish career paths Establish design principles & frameworks Create a culture of open feedback & inclusion
Design Systems	Use Figma to scale complex DS across squads Specify props, variants, and naming structures Define primitives, components, and patterns Embed DS leads, squads, and backlogs Specify knowledge bases & asset repositories Expand DS thinking across all departments
User Experience	Use research to validate product problems Analyse data to understand user behaviour Prioritise insights into user stories or JTBD Draft audience-relevant copy that is clear Develop journey maps, IA, and personas Run user testing, research, and surveys
Product Design	Design WCAG compliant experiences Rationalise evidence-based design thinking Iterate prototypes throughout design-sprints Specify user flows & interaction rules Run user testing to validate solutions Test and iterate solutions pre-release