

# Curriculum Vitae

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*“Design is an agent of change that enables us to understand complex changes and problems, and to turn them into something useful.”*

- Dan Brown

## Personal Statement

I have twelve years digital experience and am seeking a challenging UX/service design opportunity where I can do both exceptional work and further grow and develop. I am seeking to collaborate with talented people to create innovative, usable and delightful products and services.

## Strengths

I have worn many hats over the past twelve years and subsequently have the following key skills:

- + client liaison and pitching experience
- + design research experience (contextual reviews/qualitative research etc.)
- + both digital design and technical expertise (I can code prototypes)
- + ability to liaise with business, design and technical stakeholders/resources
- + stakeholder/user workshop facilitation (co-design/participatory design expertise)
- + management of external agencies/providers
- + usability testing (including eye-tracking studies)
- + service design experience
- + interaction design / wire-frames / IA / site-maps
- + design strategy experience (personas / customer journey frameworks)
- + experience with agile
- + led full life-cycle of digital product development on large scale projects
- + worked across a variety of different industries including finance, media and telco.

## Education

I am a perpetual student and have post-graduate qualifications in both Design Science in Computing and IT. I am part way through a masters by research where I am exploring the usage of human centered and co-design practices within innovation.

# Key Work Experience

NB Full portfolio with case studies available upon request

January 11 till November 11

## **Freelance UX Consultant in Sydney and London**

(incl. Amnesia Razorfish, Objective Digital, Skyron)

January 10 till December 10

## **Vodafone Hutchison Australia**

Senior User Experience Architect

- › UX lead on 3.5M\$AUD e-commerce project (across full life-cycle / interaction design / usability testing / management of other EAs / authoring of specifications)
- › UX process and documentation systems
- › Operationalised monthly usability testing
- › UCD toolkit wiki/mentoring of junior designers

<http://shop.vodafone.com.au>

September 09 – November 09

## **Objective Digital** (3 month contract)

UX Consultant

- › Stakeholder workshops / requirements gathering
- › UCD
- › Expert reviews
- › Usability/Eye-tracking studies (Tobii)
- › Interaction design / wire-framing

March 09 – September 09

## **Inspire Foundation** (6 m contract)

Senior Producer/ UX hybrid role

- › Client Management
- › User testing
- › Interaction Design
- › Product Manager (within agile)
- › Co-design workshops

<http://www.betweenhelines.net.au>

was Official Honoree 2009 Webby Awards (14th)

<http://www.nowwhat.org.au/>

was Winner 2010 Australian Web Award (non-profit)

July 08 – March 09

## **Community Engine**

Executive Producer

- › Built UX and production team (7 staff)
- › Management of external suppliers (dev/design)
- › UX/UCD work (site-maps / interaction design)
- › Client management / Pitching
- › Budgets/proposals
- › Functional specifications
- › Online strategy development

<http://www.vivacity09.com>

was Official Honoree 2008 Webby Awards (13th)

<http://www.theprogram.com.au/>

October 07 – January 08

## **Digital Eskimo** (contract)

User Experience Architect

- › Functional specifications
- › Client management/project lead
- › Mentoring associate EAs
- › Stakeholder workshops
- › Interaction design

My Connect : [http:// www.telstra.com.au/myconnect](http://www.telstra.com.au/myconnect)

(Online messaging platform for Telco)

April 2007 – October 2007

## **ACP Magazines**

Senior Online Producer

- › Functional and technical specifications
- › Managed 3rd party development relationships
- › Interaction design

September 2006 – April 2007

## **EMAP Australia**

Head of Production

- › Established and managed online team (of 7)
- › Manage production for 7 magazine sites
- › Established work-flow processes
- › Organised hosting/servers etc.

Brands: FHM/ZooWeekly/Empire/New Woman/Tracks/ADB/Mother and Baby

Achievements:

- › Development of social networking application from scratch being <http://zooweekly.com.au>. (Traffic grew from 2 PI to 8 million in 4 months)

June 2005 – August 2006

**META** (Multimedia & Educational Technologies in Arts) **University of Sydney**

- › Web Developer / Designer
- › Trainer / Technologist / Consultant

November 2003 – June 2005

## **Fitness First**

- › Web Master/ Project Manager

November 1999 – September 2001

## **OTEN (Open Training Education Network)**

- › Web designer (Flash)
- › Multimedia Developer (CD-Rom)
- › Project Manager

# Education

2009 Masters in IT (Research)

**UTS** – currently undertaking

- › Thesis: Human Centered Design & Co-design in practice
- › Subject: Research Preparation (Literature review)
- › Subject: Information Research and Data Analysis

2003 Graduate Certificate in IT

**UTS** [Credit average]

- › Database Management Systems
- › Internet Programming
- › Programming Fundamentals (VB)
- › Enterprise Application Development Using the .Net Framework(C#)

1999 Graduate Certificate in Design Science in Computing (Digital Media)

**University of Sydney** [Distinction average]

- › Digital Media Production
- › Internet Programming
- › 3d Modeling and Photorealism
- › Multimedia in Design

Achievements :

- › (1) Award for Academic Excellence for Director/Video major work
- › (2) Deans Honors List for having achieved a distinction grade average.

1998 Bachelor of Arts, **University of Sydney** [Distinction average]

- › Fine Arts
- › Photography
- › Psychology
- › Religious Studies/anthropology

HSC **Masada College** TER 94.65%

Other courses/conferences

- › Service Design Network Conference, Paris 2011
- › Participatory Design Conference 2010
- › Brand Strategy and Management AFA Adschool
- › Lean Startup Camp London
- › User Experience Intensive run by Adaptive Path
- › UX Australia
- › USYD, Project Management (PMP preparation)
- › Macromedia Flash MX 2004: Application Development
- › Macromedia Flash MX 2004: Advanced Application Development
- › Microsoft VB.Net Developers Readiness Course