

Matthew *Kane*

SENIOR UX RESEARCHER · SYDNEY

matthewjakekane@icloud.com

0474 150 613

littlegiantweb.com.au

linkedin.com/in/matthew-k

Senior UX researcher with 15 years across banking, retail, telco, media and healthcare. Sets research strategy and a regular cadence of generative and evaluative work, then turns findings into product decisions that stick.

Equally comfortable leading a research practice and a design team, with hands-on experience taking products from discovery through to live release: an unusually complete view of how research translates into shipped product.

EXPERIENCE

FEB 2026 - PRESENT

Head of Digital Development · Swap Itt Cards & Collectables

- Sole designer and developer of Swap Itt's full-stack platform, covering customer-facing e-commerce, multi-location inventory management, an HR portal and operational workflows, for a six-location retail business, using AI-assisted development tools.
- Owns the product end to end (research, UX, architecture and build), taking the business from one online sale a fortnight to 230% revenue growth, six stores online and a 30x gain in listing efficiency.

FEB 2024 - JAN 2026

Lead Researcher · Ubank

- Owned research strategy across app and online banking, setting methodology and a regular research cadence.
- Built a centralised research repository, giving product and design teams one searchable source of prior findings and ending duplicated studies.
- Redesigned the survey question framework to reduce bias and improve accuracy.
- Led usability testing on the new price-tiering structure, reshaping how tiers were explained before launch to close comprehension gaps found in testing.
- Championed customer-first research that shaped the home-loan roadmap.

AUG 2021 - FEB 2024

UX Lead · Ubank

- Led UX strategy and the quarterly roadmap for app and online banking, partnering with product and engineering leads.
- Managed and mentored two designers through 1:1s, quarterly goals and design critique.
- Ran end-to-end research (interviews, surveys, usability testing) informing product decisions.

MAR 2019 - JUL 2021

Senior UX Designer · WooliesX

- Turned a brief to "show promotions better" into a research-led redesign of the Woolworths mobile homepage: six user interviews and three rounds of prototype testing, reaching 100% task completion.
- Research and design across Scan and Go and delivery options, taking each from customer research through to released feature.

JUN 2018 - MAR 2019

Senior UX Designer · Medical Director

- Ran user research (interviews, focus groups and surveys) feeding product design in clinical software.
- Produced IA, journeys, personas, wireframes and prototypes.

JAN 2018 - JUN 2018

Senior UX Designer, Contract · Fox Sports

- Stakeholder research, competitive analysis and heuristic assessment across digital and physical products.

EARLIER EXPERIENCE

Lead UX Designer · WooliesX	JAN 2017 - JAN 2018
Mid-Weight UX Designer · Vodafone	MAR 2016 - JAN 2017
Digital Front End Designer · Southern Cross Austereo	JUN 2013 - JUL 2015
Website Developer / Designer · Veramonde Web Solutions	FEB 2013 - MAY 2013

RESEARCH SKILLS	PROFESSIONAL	EDUCATION
• Generative & evaluative research • Contextual inquiries & diary studies • Heuristic analysis & usability testing • Quant & qual surveys • Research repositories & ops	• Research & design team leadership • Stakeholder management • Mentoring & design critique • UX/UI design and prototyping	2016 General Assembly User Experience Design, 3-month course 2011-2012 Padstow TAFE Certificate IV in Web Development