Senior UX researcher · Sydney

Matthew *Kane*

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Senior UX researcher with 15 years across banking, retail, telco, media and healthcare. Sets research strategy, runs generative and evaluative studies, and turns findings into product decisions.

Over the past year I've moved into building as well. I use AI-assisted development to code my own designs, and recently shipped a full commercial platform on my own, from first research through to launch.

EXPERIENCE

2025 - PRESENT
FREELANCE · FULL-TIME
FROM FEB 2026

Head of Digital Development · Swapitt

- Rebuilt Swapitt's digital operation as the sole researcher, designer and developer. The work covered a custom headless storefront, an admin portal, an HR system and multi-store tools. Annual online revenue grew from around $130K to over $400K and the online customer base nearly tripled.
- Built a bulk listing engine that cut graded-card listing from 10 minutes per card to 100+ cards in under 20 minutes. This opened up a product category the business had been sitting on.
- Reworked the platform for six Sydney locations, with per-store inventory, permissions and logins tracking over $500K in stock. Adding a new store now takes configuration, not development.
- Replaced WhatsApp-based staffing with an HR portal covering shifts, timesheets, payroll, leave and super, built for retail staff who don't use computers much. Full case study at littlegiantweb.com.au.

FEB 2024 - JAN 2026

Lead Researcher · Ubank

- Owned research strategy across the app and online banking, setting methodology and a regular cadence of generative and evaluative studies.
- Built a centralised research repository so product and design teams could search prior findings instead of commissioning studies that had already been done.
- Rewrote the survey question framework to cut leading and double-barrelled questions and make the quant data more reliable.
- Ran usability testing on the new price-tiering structure. The comprehension gaps it surfaced changed how tiers were explained at launch.
- Designed methodologies for measuring product quality against customer expectations and industry standards.
- Led the customer research that shaped the home-loan roadmap.

AUG 2021 - FEB 2024

UX Lead · Ubank

- Set UX strategy and the quarterly roadmap for app and online banking, working with product and engineering leads.
- Managed two designers and mentored a junior through 1:1s, quarterly goals and design critique.
- Delivered the end-to-end redesign of Ubank's app.
- Designed and launched Phase 1 of the "Money System" and integrated PayTo payments.
- Ran interviews, surveys and usability testing to inform product decisions.

EXPERIENCE, CONTINUED

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 later, task completion hit 100%.
- Led the site-wide UX refresh of Woolworths Mobile while directing a junior designer across several concurrent projects.
- Designed key app features including Scan & Go and enhanced delivery options.

JUN 2018 - MAR 2019

Senior UX Designer · Medical Director

- Ran interviews, focus groups and surveys that fed product design for 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 evaluation 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

- Generative & evaluative research
- Contextual inquiries & diary studies
- Heuristic evaluation & usability testing
- Quant & qual surveys
- Research repositories & ops

PROFESSIONAL

- Research & design team leadership
- Stakeholder management
- Mentoring & design critique
- UX/UI design and prototyping
- AI-assisted development

EDUCATION

2016
General Assembly
User Experience Design, 3-month course

Teaching Assistant
UX Design Intensive

2011-2012
Padstow TAFE
Certificate IV in Web Development