

Product designer, researcher and developer with 15 years across banking, retail, telco, media and healthcare. I connect customer research, interface design and AI-assisted development to shape and improve live products.

Most recently, I have combined research, product design and development to build and operate a commercial platform used across six retail locations.

EXPERIENCE

2025 - PRESENT (FREELANCE, FULL-TIME FROM FEB 2026)

Head of Digital Development · Swapitt

- Lead product design and digital development across the customer-facing storefront, internal systems and day-to-day operations for six retail locations.
- Designed and developed a custom e-commerce storefront and administration platform connected to Shopify and Firebase, using AI-assisted workflows with testing and review before release.
- Built a bulk-listing workflow that reduced graded-card listing from about 10 minutes per card to more than 100 cards in under 20 minutes.
- Reworked the platform for six stores with per-location inventory, permissions and logins, supporting more than \$500K in stock.
- Manage online operations and two direct reports, keeping product decisions connected to how staff and customers use the systems in practice.

FEB 2024 - JAN 2026

Lead Researcher · ubank

- Worked across multiple products and teams, partnering with product, design and engineering to identify the right research questions and bring customer evidence into decisions.
- Led an ongoing program of generative research and usability testing, covering recruitment, facilitation, synthesis and reporting.
- Ran workshops and shared research reports so recurring customer problems became practical changes and roadmap priorities.
- Developed ways to measure experience quality over time, so decisions were informed by more than individual studies.

AUG 2021 - FEB 2024

UX Lead · ubank

- Worked across ubank's app and online banking, helping product and engineering teams shape quarterly roadmaps and connect customer needs with business priorities.
- Managed two designers, supported their day-to-day development and mentored a junior designer.
- Led a six-month rebuild of signup after around 20 mandatory financial-crime and Know Your Customer questions were added; every screen was rebuilt with a new component library.
- Research made transparency the principle for both customer journeys. The rebuilt signup reported 10% higher completion, with no notable drop-offs or increase in acquisition cost.

MAR 2019 - JUL 2021

Senior UX Designer · WooliesX

- Worked across the Woolworths and Everyday Rewards digital experience, taking projects from research and journey mapping through interaction design, prototyping and delivery.
- For the One Login program, mapped every account-state journey, built the decision logic for registration and login, and designed and tested the combined flows with customers.
- Turned complex cases involving one account, both accounts or conflicting details into a phased release plan with clear goals and go-live criteria.

JUN 2018 - MAR 2019

Senior UX Designer · MedicalDirector

- Ran interviews, focus groups and surveys that informed product design for clinical software.
- Produced information architecture, journeys, personas, wireframes and prototypes with product and engineering teams.

JAN 2018 - JUN 2018

Senior UX Designer, Contract · Fox Sports

- Led stakeholder research, competitive analysis, journey mapping 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
Visual / UX / UI Designer, Contract · Vodafone	JUL 2015 - MAR 2016
Digital Front End Designer · Southern Cross Austereo	JUN 2013 - JUL 2015
Website Developer / Designer · Veramonde Web Solutions	FEB 2013 - MAY 2013

RESEARCH	DESIGN & DELIVERY	EDUCATION
• Generative and evaluative research • Contextual inquiry and diary studies • Usability testing and heuristic evaluation • Quantitative and qualitative surveys • Research repositories and operations	• Product strategy and roadmaps • Journey mapping and prototyping • Team leadership and mentoring • Stakeholder workshops and facilitation • AI-assisted development and delivery	2016 General Assembly User Experience Design, 3-month course Teaching Assistant, UX Design Intensive 2011-2012 Padstow TAFE Certificate IV in Web Development