MATTHEW KANE

Senior product designer and researcher | Sydney

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I have worked in digital products since 2013 and UX research and design since 2016. My experience spans banking, retail, telecommunications, media and healthcare. I lead research and design, and use AI development tools to carry my designs into working products.

EXPERIENCE

2025 - PRESENT

FREELANCE
FULL-TIME FROM
FEB 2026

Head of Digital Development | Swapitt

Design and build the custom storefront, staff tools and multi-store workflows with AI, while running a store and managing two direct reports.

Website net sales increased 320.3% and orders 232.0% in October 2025 to September 2026 against the preceding year. These are business results during my tenure, with contributions from stock, pricing, marketing and the wider team.

Built batch card listing and Sell to Us, including customer submissions, cash and credit offers, per-card status and staff review of AI-read card details.

My November 2026 estimate is about 100 cards listed in up to half an hour, including scanning, details, pricing and publishing. It is an operating estimate rather than a timed study.

FEB 2024 -
JAN 2026

Lead Researcher | ubank

Owned research strategy across the app and online banking, setting methods and a regular programme of generative and evaluative studies.

Built a central research repository, revised the survey-question framework and supported designers through research planning and coaching.

Ran comprehension testing for price tiers and led customer research informing the home-loan roadmap.

AUG 2021 -
FEB 2024

UX Lead | ubank

Set UX strategy and the quarterly roadmap with product and engineering leads. Managed two designers and mentored a junior designer.

Led research and design for the 2023 financial-information signup project, including new and existing-customer journeys.

Worked on the app redesign, the first phase of the Money System and PayTo integration, using interviews, surveys and usability testing to inform decisions.

Experience, continued

MAR 2019 - JUL 2021

Senior UX Designer | WooliesX

Led UX work across Woolworths Mobile and app experiences, working with research, product and design colleagues. Directed a junior designer across concurrent projects.

Projects included account access across Woolworths and Rewards, mobile purchase journeys, Scan & Go and delivery options.

JUN 2018 - MAR 2019

Senior UX Designer | Medical Director

Ran interviews, focus groups and surveys for clinical software. Developed information architecture, journeys, personas, wireframes and prototypes.

JAN 2018 - JUN 2018

Senior UX Designer, contract | Fox Sports

Mapped and prototyped live streaming for Fox League and Fox Footy. Facilitated stakeholder workshops and tested the proposed journeys with eight internal participants.

EARLIER EXPERIENCE

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

RESEARCH AND DESIGN

Generative and evaluative research
Interviews, contextual inquiry and diary studies
Usability testing and heuristic evaluation
Qualitative and quantitative surveys
Research repositories and operations
Journeys, wireframes and prototypes
Team leadership and design critique
AI-assisted product development

EDUCATION

General Assembly | 2016
User Experience Design, three-month course
Teaching Assistant, UX Design Intensive

Padstow TAFE | 2011-2012
Certificate IV in Web Development