Matthew Kane
Lead Research Designer

Sydney
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A bit about me

I'm a UX/UI designer and researcher based in Sydney with over 10 years of experience in shaping digital experiences that put people first. I've worked across multiple industries including retail, media, healthcare, telco, and banking, using both research and design to create practical solutions that meet customer needs and business goals. Over the past few years, I've focused on leadership and building strong, collaborative teams. I'm passionate about design and problem-solving and take pride in making everyday interactions simpler and more meaningful.

Education

| 2011 – 12 | Padstow TAFE
Certificate IV in Web Development |
| 2016 | General Assembly
User Experience Design 3 month Course |

Key Skills

- Generative & evaluative research
- Contextual inquiries & diary studies
- Heuristic analysis & usability testing
- Quant & qual surveys
- UX/UI Design and prototyping

Professional

- Leadership & team mentoring
- Effective collaboration
- Stakeholder management
- Deliver-oriented problem solving

Feb 2024 – Pres
Lead Research Designer – Ubank

As Lead Researcher, I design and implement customer-centric research strategies to inform product decisions and improve user experiences. Collaborating with cross-functional teams, I deliver actionable insights that enhance customer satisfaction and drive strategic outcomes.

Key Responsibilities:

- Established a regular research cadence, integrating usability and comprehension testing across multiple teams to improve product development.
- Designed Ubank's first annual survey and synthesised findings into digestible, actionable recommendations for stakeholders.
- Improved efficiency by implementing streamlined research processes, such as screen goals, task flows, and user recruitment.
- Conducted marketing surveys to validate new product concepts, providing critical data for decision-making.
- Partnered with product designers asynchronously to accelerate design approval cycles and reduce time to market.

Key Achievements:

- Increased comprehension and usability of Ubank's new price tiering structure through targeted testing and analysis.
- Introduced a research repository that centralised insights, streamlining cross-team collaboration and improving decision-making.
- Delivered eight individual research activities in Optimal Workshop, enhancing product alignment with customer expectations.
- Developed a new question framework for surveys, reducing bias and enabling more accurate customer insights.
- Championed a customer-first approach, influencing the strategic direction of home loan roadmaps

Aug 2021 – Feb 2024
Lead Product Designer – Ubank

Previously, I led the strategy and vision for Ubank's app and online platforms, bridging design and business goals while mentoring a team of two designers.

- Delivered the end-to-end redesign of Ubank's app, streamlining user journeys and addressing key customer pain points.
- Introduced processes for collaboration between designers and developers using centralised design resources, improving project efficiency and alignment.
- Mentored team members, empowering them to independently manage and deliver complex design projects.
- Designed and launched Phase 1 of the "Money System," which was positioned as a foundational innovation for UBank's future banking services.
- Successfully integrated Pay2 into the app, providing a smoother and more efficient payment experience for customers.
- Conducted usability testing and customer research, leading to improved design decisions for key app features.

Mar 2019 – Jul 2021
Senior UX Designer – WooliesX

Led the design and implementation of high-impact app projects, including the Woolies mobile app homepage and key features like "Scan and Go" and enhanced delivery options. Collaborated with cross-functional teams to deliver customer-focused solutions that balanced business goals and user needs.

Jun 2018 – Mar 2019
Senior Product Designer – Medical Director

Partnered with multidisciplinary teams to deliver user-centred solutions in the medical software domain. Conducted user research and created artefacts like IA, wireframes, and prototypes, aligning with product vision and user needs.

Jan 2018 – Jun 2018
Senior Product Designer – Fox Sports

Delivered user research and UX solutions for digital and physical platforms. Collaborated with cross-disciplinary teams to enhance interactive solutions and drive strategic design initiatives.

Jan 2017 – Jan 2018
Lead UX Designer – WooliesX

Managed a team of 4 designers to optimise UX across multiple services, including Telco, Credit Cards, and Insurance. Oversaw workshops, user interviews, and data analysis to ensure project success.

Mar 2016 – Jan 2017
Mid-Weight UX Designer – Vodafone

Designed and delivered end-to-end UX solutions for key digital channels. Conducted user research, usability testing, and competitor analysis to align products with market trends.

Jun 2013 – Jul 2015
Digital Front End Designer – Southern Cross Austero

Produced digital design elements and solutions for over 80 websites, supporting station promotions and programming strategies. Collaborated with content producers and developers to optimise usability, maintain W3C standards, and enhance the CMS user experience. Designed for major promotions, newsletters, and music content, ensuring alignment with brand guidelines.

Feb 2013 – May 2013
Website Developer/Designer – Veromonde Web Solutions

Developed customised websites using HTML5, CSS3, and JavaScript, tailored to meet client needs. Managed client relationships from design briefing to delivery, ensuring seamless execution of creative web projects.

Personal Recommendations

Elyse Kerr – Senior Product designer at ubank

Matt is a brilliant Lead UX designer who I have worked closely with for many years. His knack for engaging stakeholders, resolving conflicting priorities, and delivering customer-focused solutions is exceptional. He is committed to excellence and is able to work quickly whilst still delivering maximum value to the customer. Having worked closely with Matt on many initiatives, I can say his insights and expertise have consistently enriched our initiatives. Matt is not only passionate about design but also mentoring and fostering growth among his team members making him an asset to any team.

Jessa Jakovljevic – Head of design at ubank

Matt is a passionate and devoted design leader who cares deeply about his team, users and the customer experience of his products end to end. He's constantly growing and takes initiative to influence key stakeholders towards a better design outcome and also takes initiative to grow as an individual.
I'm so proud of the work he's put into his designs, the passion he feels in helping his peers.
He helped take the Ubank app and online banking to the next level, managing difficult and complex banking requirements and designing simple and wonderful product experiences for Ubank customers. He would be a valuable resource and leader for any design team.

Julio Castellano – Product designer at WooliesX

Matt is a skilled UX designer that is true to the thinking and the craft. After working closely with Matt on many different projects during our time at Woolies X I can say that he posses the mind to critically analyse, empathise, experiment and validate design concepts with customers for the greater good of a business. Matt can also facilitate quantitative and qualitative research activities to further understand and learn from customers.

Angela Gammo – Group product manager at WooliesX

Matt is a talented designer who takes a customer-first approach to product design, and complements this with asking the right questions - does this support our business goals, what is it we are trying to achieve, how can we measure success. Matt ensures our concepts and prototypes are tested by our customers and audience, and is a huge promotor of user experience research. Matt also takes a lead on mentoring and coaching his team and peers on both capability and tooling, to support their growth and development.