

Summary

For the past ten years I have worked in customer experience design and research roles, primarily within agencies and as a freelancer, including for Government. My skillset includes a range of methodologies within Customer Experience (CX), User Experience (UX) and Service Design (SD). My educational background combines natural sciences and social sciences, including innovation management, which provides good foundations for success these roles. I completed my tertiary education at the University of New South Wales (UNSW), and during this time also studied Design Thinking at Stanford's d.school. Prior to my first specialist role, I spent five years at the helm of a few different startups including Juggle Street, a marketplace platform for babysitting jobs, which I successfully exited in 2016. At the core of my passion for CX is a desire to drive innovation, which I seek to understand and achieve using various methodologies and design tools within the field.

Education

I am a member of the Interaction Design Foundation, through which I have completed many foundational courses. I am also engaged in continued learning through books, podcasts and industry events.

- 2019** **Design Kit: Human Centred Design (HCD)**
IDEOu
- 2016** **Foundations of UX Design**
General Assembly
- 2011** **Masters of Philosophy (MPhil), Strategy and Entrepreneurship**
UNSW
 - Graduated with High Distinction
 - Thesis: 'Containing the obesity epidemic in Australia: An updated causal model and a study design'
- 2009** **Bachelor of Science (BSc), Food Science & Technology**
UNSW
- 2008** **Roundtable in Entrepreneurship Education (REE)**
d.school, Stanford University, California
 - Competitive program, one of two Australians selected
 - Course involved business planning in groups, and mixed remote and in-person learning at Stanford's d.school
- 2008** **Diploma in Innovation Management**
UNSW

Skills & Specialisation



End-to-end research, specialising in qualitative

Capable mixed methods researcher (qual and quant), particularly strong in moderating (customer interviews, groups, etc.) and research design, including problem definition, crafting hypotheses and aligning objectives.

CX/UX/SD methodologies & design tools

- Human Centred Design
- Design Thinking
- Jobs To Be Done (JTBD)
- Co-design
- Heuristic Evaluation
- Agile
- Value Proposition Canvas
- Persona Creation
- Journey Mapping
- User Stories
- Service Blueprints
- Low Fidelity Prototypes

Collaboration, communication and impact

Maintain research repositories, generate interest and support for research, communicate value and implications, summarise and prioritise information, tailor communication to different audiences

Employment History

- UX Consultant**
Fifth Dimension (5D)
Permanent, 2 years
Mar 2021 - Apr 2023
Managed a pipeline of UX research on 5D's Westpac account. Projects came from across the business (various products, numerous client stakeholders). Designed and conducted research including concept testing and usability testing end-to-end.
- User Researcher**
Digital Transformation Agency (DTA)
Contract, 6 months
Apr 2020 - Sept 2020
Part of the Agile product team developing the apps released during the Covid pandemic. Responsible for surfacing user needs and generating insights to inform and prioritise product backlogs.
- Consultant**
Lean Screens
Freelance, 3 years+
Nov 2019 - Current
Worked with startups to implement a research-led approach to business decisions. Communicated findings and insights with product roadmaps, service blueprints, and other design tools.
- Senior Experience Designer**
Symplitic
Permanent, ~2 years
Mar 2018 - Dec 2019
Six months was spent with Telstra working on the My Telstra app. Otherwise, projects were diverse - varied industries and user research methods. Highlights included conducting behavioural observation in Telstra retail stores and using VR to test usability of Sydney Metro stations.
- Lead UX Researcher**
VML
Contract, 3 months
Jan 2018 - Mar 2018
Led discovery phase research to present concepts for a PetBarn mobile app. Ideation and concept refinement involved mixed methods. Involved the client in the research journey to create buy-in and foster an effective handover.
- UX Researcher**
Objective Experience
Permanent, ~1year
Feb 2017 - Dec 2017
End-to-end research for various clients across sectors. Majority of projects involved usability testing digital products (apps, websites). A unique project involved travelling interstate to conduct interviews with farmers in rural NSW for Allianz.
- UX Architect**
WhiteGREY
Contract, 3 months
Oct 2016 - Dec 2016
Designed the Good Meat Australia website. A design challenge was ensuring a logical Information Architecture (IA) that would remain visually appealing and functional as content increased over time.
- Cofounder & CPO**
Juggle Street
Permanent, 2.5 years
Apr 2014 - Oct 2016
Product and growth focused cofounder in founding team of three. Applied Lean Startup methodology to achieve product-market-fit, and growth 0 to 20,000 users. Also responsible for brand, marketing and customer support. Financial exit in 2016.