



Overview: Data-driven with deep expertise leading digital innovation which merges the intersection between business goals, technical possibilities and human-centered design across organisations from enterprise-level companies through to startups. Passionate about building and developing high-functioning, collaborative cross-functional teams and fostering positive cultures which create exceptional digital solutions.

Areas of expertise include: Strategy | Product Vision | DesignOps | Design Research | Interaction & Visual Design
Cross-functional Collaboration | Customer Experience | Stakeholder Engagement | Design Systems | Project Management
Resource Management | People Leadership & Development | Coaching & Mentoring | Communication & Influence

Leadership & Design Experience

Jan 2015 – Current

MYOB, Product Design Manager - Sydney, Australia

Led dispersed Product Design team of researchers, cross-functional designers, visual designers to ensure a user-friendly consistent experience. Pivotal in transforming the team into a data-driven design approach collaborating with Product Managers, Business Analysis and Developers. Led research to explore and understand opportunities within a current digital experience to drive initiatives - driving a seamless customer experience.

Key Achievements:

- Led the vision, design and development to reimagine compliance for accounting practices across Australia and New Zealand, moving client base from a desktop accounting product with 20 years of features, to an integrated online platform.
- Pivotal in implementing DesignOps, processes and measures to support team as it grew from 5 to 50+.
- Implemented experience level objectives to measure the quality and consistency of a customer experience and how it aligns to product vision.
- Led development of the MYOB design system, used by 50+ designers cross two countries.
- Executed a data-driven, human-centred approach to design.
- Key speaker at Girl Geek Australia, Sydney Agile Business Analysis & Product Owner and Enterprise UX Sydney Meetup.

March 2010 – Dec 2015

The Web Showroom, UX/UI Manager - Sydney, Australia

Led team of 9 UX/UI in Sydney as well as an offshore front end development team in the Philippines developing e-commerce, directory and lead generation websites from \$5k-\$100k. Worked alongside sales team to scope projects, online marketing team to ensure sites use best practices and achieve higher conversion and ROI and development team to suggest improvements to the proprietary CMS. Responsible for the growth, management, and profitability of the UX Team.

Key Achievements:

- Keynote speaker the 2013 Australian Web Awards
- Led design team to be recognised at the Australian Web Awards (2012 & 2013)
- Received honorable mention for Salvation Army Aged Care Plus work at Australian Web Awards.
- Suggested revenue raising strategies which increased companies profitability.
- Acknowledged internal for the TWS site of the month nine times.

Mar 2008 – Mar 2010

Hopping Mad Designs, Web Designer - Sydney, Australia

Designed, coded and project managed website for small to medium business. Took project briefs and assessed sitemaps to understand the technology best suited. Reshaped and structured content to increase SEO rankings while maintaining design integrity. Maintained clients CMSs with monthly updates. Created and coded e-newsletters and flash animation. Hand coded websites in HTML and CSS. Printed material included; logos, corporate branding, brochures, annual reports, booklets, magazines, ads, and direct mail.

Jan 2006 – Current

Freelance Product Designer

Self Employed

Working with a variety of clients in England, USA, and Australia. Conceptualising corporate identities to target market, creating marketing material, animated online banners, design websites, and apps as well as working as an UX and project consultant.

Jan 2006 – July 2008

Think Creative, Graphic Designer - Birmingham, England

Graphic Designer

Worked closely with the creative director conceptualising and creating artwork around the client's needs and within budget. Created logos, newsletters, brochures, packaging and Web materials. I worked independently and as part of a team.

Education

Bowling Green State University
Bachelor of Fine Arts in Graphic Design

Study abroad:
Griffith University, Queensland Australia

General Assembly
Data Analysis Circuit

LUMA
Innovation through Human-Centered Design

Australia Institute of Management
Impactful & Influential Leadership