

I have over 16 years experience working in the UX field. I work in multidisciplinary teams that create digital tools and services that enable businesses to build better relationships with their customers, with a focus on the financial services sector.

EDUCATION

- Nov 2015 to Feb 2016
User Experience Design
GENERAL ASSEMBLY (Melbourne, Australia)
- Jan 2005 to Dec 2007
Bachelor of Arts Multimedia
RMIT UNIVERSITY (Melbourne, Australia)
- Apr 2001 to Dec 2002
Network Technician
MAMRAM IDF (Tel Aviv, Israel)

EXPERIENCE

- Jul 2022 to present
Product Design Manager
Agoda Booring Holdings (Bangkok, Thailand)
Drive strategy to optimize accommodation bookings, collaborating with Product Management and Engineering leaders. Lead team focused on scaling, accessibility, & enhancing user experience.
- Oct 2019 to Jul 2022
UX Design Lead
HSBC Digital & Innovation Global Commerical Banking (London, UK)
UX Design Lead at HSBC Kinetic and HSBCnet global. I look after the Identity journeys and everyday banking experiences for international business banking customers.
- Feb 2018 to Oct 2019
Digital Product UX and Design Manager
HSBC Digital Retail & Wealth (Hong Kong)
User experience manager at the Global wealth & insurance digital team. Implimented Lean UX way of working, conducted research, competitor reviews, analysis and supported offshore Agile dev teams throughout development.
- Jan 2017 to Dec 2017
Senior UX Designer
RXP Group (Melbourne, Australia)
Senior UX consultant at NAB (National Australia Bank) for the Mobile retail banking app. Embedded in a local scrum team worked closely with the accessibilty team and was responsible for customer journey mapping, wireframing, prototyping and usability testing.
- Jan 2014 to Jan 2017
Senior UX / UI Designer
SPORTSBET (Melbourne, Australia)
Working alongside the reserach and trading team looked after the betting journeys (web, mobile and app), supported research, racing product development and responsible gambling features. Reviewed existing products and competitors to evolve the product design and experience.
- Oct 2011 to Jan 2014
Designer & Founder
MOTHERBRAND (Melbourne, Australia)
UX consultant, email marketing creation and brand strategy for Startups and medium businesses. My own studio business.
- Jan 2009 to Oct 2011
Multimedia Designer
U-NITED GROUP (Melbourne, Australia)
In house deisgner, for a white label insurance company, was responsible for: documenting user requirements, work flows, UX diagrams, prototyping, site maps and UI design in Html & CSS.
Clients: PumpTV, Myer, Strathfield, Big W, Strathfield and Gametraders.
- Aug 2009 to Oct 2009
Visual Designer
BRINER (Melbourne, Australia)
Designed billboards and digital layouts for the real estate industry in Melbourne.
- Oct 2008 to Aug 2009
Interactive Designer
FRANCIS MAURICE DESIGN (Melbourne, Australia)
Web design, Email Marketing and Flash animated gift cards. Given full responsibility over projects and communicating directly with clients.
- Dec 2006 to June 2007
Interactive Designer
VISION XTREAM (Melbourne, Australia)
Hired for a part time designer role while completing my degree. Designed and developed a website for a startup company in the communication sector in Port Melbourne.

RECOGNITION

- 2007 web award ffinalist
SXSW Austin, TX
Sponsored by Adobe.
- 2019 Best tech solution
SRP China award. Shanghai
Judges praised the intuitive user interface. (HSBC wealth)

SKILLSET

- Figma
- Photoshop
- Illustrator
- Leadership
- UX Innovation & Strategy

HOBBIES

- Painting
- Hiking
- Exercising
- Travelling
- Photography
- Cooking