

Michael Deshayes

UX Designer

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About me

I am an adaptive and passionate user experience designer who loves a challenge. I believe in research and validation driven solutions that truly meet the needs of both the customer and the business.

My background in visual design allows me to create experiences that are both efficient and enjoyable. As a seasoned user experience designer, I have helped create effective solutions for numerous products and services using UX processes.

Examples of my work can be seen at www.michaeldeshayes.com

Experience

UX Designer at William Hill

April 2017 - Present

Working within a multi-disciplined UX team I work on a range of projects across various development teams. My main focus is working with the Customer Acquisition, Retention & Payments product team. Within my product team I am responsible for identifying customer problems, User Research, Discovery, Wireframing, User Interface Design, Prototyping, and Usability Testing Planning.

UX Designer at Yippsee

Feb 2017 - March 2017

Working within a team of three I created and lead a project plan to assess and refine the business's strategy and product to ensure it was meeting the needs and expectations of their target audience. Responsible for Stakeholder Communication, Project Management, Team Strategy, Usability Testing, Heuristic Analysis, Wireframing, Prototyping and UI.

UX Designer at Spruce Design

Aug 2016 - March 2017

Working within a small, multi-disciplined team, I contributed towards helping numerous businesses such as NDIS, Spriggy and ADVISR realise and refine their products. Responsible for User Research, Discovery, Wireframing, User Interface Design, Prototyping, and Usability Testing.

UX Designer at Australian Cancer Research Foundation

Jun 2016 - Jul 2016

Working within a team of 3 as part of a pro-bono project during the General Assembly User Experience Immersive course. As a team we assessed, validated and redesigned the foundation's web homepage including key journeys such as donations. Responsible for Information Architecture, Card Sorts, Tree Tests, Wireframing, Prototyping, Usability Testing and User Interviews.

Freelance Graphic Designer

2013 - 2016

Working as one of two designers in Casse-Cou Graphics specialising in visual identities for businesses. Responsible for Layout Design, Typography, Logo Design, Digital Illustration, Image Retouching and Stakeholder Communication. Clients such as World of Womens film festival

Education

User Experience Design
Immersive General Assembly
May - Jul 2016

Graphic Design (Illustration)
Diploma
Enmore Design Centre
2014

Design Cert. IV
Enmore Design Centre
2013

Skills

User Research
User Journeys
Empathy Maps
Personas
Usability Testing
Information Architecture
Wireframing
User Interface Design
Prototyping

Tools

Axure
Sketch
Invision
Principal
Webflow
Optimal Workshop
UserTesting
Jira
Adobe Photoshop, Illustrator,
Indesign and
Experience Design.