



# Joshua Holmes

## Experience Designer

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## Summary

Hi, I'm Josh. I love crafting beautiful digital experiences for humans. I've spent much of my UX career focussed on complex enterprise software and digital transformation. I'm obsessed with user feedback and love leading teams, so you'll usually find me asking someone 'why not?'

In my current role as UX Lead within Telstra's digitisation program, I've found myself spread across all aspects of the design journey. Including assessing the existing product and recommending improvements, upskilling and educating engineers and product owners, research and design.

## Experience

### Experience Designer

TELSTRA · AUG 2018 - PRESENT

Lead UX Designer for digitisation on Telstra Partner Central and Phoenix, creating the first seamless digital experience between Telstra and its partners. This is being built using Salesforce Communities.

After completing research, prototyping and testing with hundreds of different users, we have deployed several key features to enable a more intuitive and capable experience. This included an entire refresh of the core Partner Central design using Telstra's new Design System.

This has seen a 37% increase in DAUs, a 37 point NPS improvement and added 27% to the sales pipeline.

### Operations and Community Manager

MURU-D (TELSTRA) · JUN 2017 - JAN 2018

Brought an IoT themed accelerator to Melbourne, planning and managing the core program being delivered to the startup cohort. Successfully increased ecosystem and public engagement through hosting events with 100+ attendees and increasing Twitter impressions by 461% and interactions by 225%.

### Technical Graduate

TELSTRA · FEB 2017 - JUL 2018

Worked across teams in Software Engineering, Innovation and Business Consulting. Hosted and ran several internal and external hackathons, meet-ups and other events at Telstra Labs.

Lead the UX for development of an internal event app for iOS and Android. The app improves the efficiency and attendance experience of many staff, with thousands of page views and hundreds of downloads.

### UX Intern

COMMONWEALTH BANK · NOV 2015 - FEB 2016

## Education

### Bachelor of IT and Bachelor of Multimedia

GRIFFITH UNIVERSITY · FEB 2013 - NOV 2016

## Skills

**Design:** Design thinking · Design sprints · Human centred design · Wireframing · Visual design · Prototyping · Information architecture · User flows · Personas · HTML/CSS/JS · Testing

**Research:** Rapid prototyping · Data analysis · Observation · Task analysis · Surveys

**Collaboration:** Facilitation · Flexible · Detail orientated · Open communication

## Certifications

**Human Centred Design Facilitation** · 2019

**Agile Product Ownership** · 2018

## Tools



## Achievements

**St John Ambulance Officer Grade VI** · 2018

**Top100 Future Leader** · 2016

**Suncorp IT Award** · 2016

**School of ICT Peer Mentor** · 2014 - 2016

**TAFE IT Achievement Award** · 2013