



PROFILE

I AM A CREATIVE DELIVERY-ORIENTED DIGITAL PRODUCT DESIGNER FOCUSED ON CUSTOMER EXPERIENCE

ACCOMPLISHMENTS

Won the best mobile website builder award for goMobi in 2014, 2016, and 2017.

Award winning iOS app design with Medxnote that reached over 10K users in a couple of years after launch.

Provided usability assessment on MPI's website, that resulted in increased findability of information by 18%.

Contributed Oracle's cloud success and revenue with the UX of a telecom product suite.

Increased conversion rate by over 20% with redesigned KeepMe sign-up page.

Met the challenge to construct a shared vision for the API governance tool.

Decreased bounce rate (-12%) with redesigned goMobi landing page.

Mentored UX Master's students at Victoria University of Wellington.

I have experience working with cross-functional teams to brainstorm and whiteboard concepts.

I have front-end coding experience, and I enjoy working with developers to bring concepts to life.

I have worked with distributed teams using collaborative tools and version control systems.

In a previous life, I was a top performing trader in a bank where I also managed the premium investment banking department.

EDUCATION

PGDip. *Psychology studies – Cognitive and Behavioural Neuroscience*
Victoria University of Wellington, New Zealand

PGDip. *Digital Media and Design*
Dublin Institute of Technology, Ireland

PGCert. *Graphic Design*
Dublin Institute of Design, Ireland

MSc. *Engineering – Agribusiness, Economics and Social Sciences*
Szent Istvan University, Hungary

SKILLS

Agile methodology | Coaching | Co-design | Data analytics | Data visualisation | Design thinking | Experience design strategy | Facilitation
Graphic design | Information architecture | Interaction design | Interviews | Journey mapping | Leadership
Project management | Prototyping * | Reporting research results | Responsive design (desktop & mobile) | Sketching
Usability testing | User experience design | User interface design | User research | Visual graphic recording | Wireframing * | Workshop design

* I am familiar with many tools and can confidently work with your preferred toolset.

WORK EXPERIENCE

Land Information New Zealand, New Zealand Dec 2020 - Present
User Experience Designer Specialist

I lead and facilitate the entire product design process for developing new and enhanced products and services for Landonline Search & Common Services. I collaborate on LINZ's design system with other UX designers and developers. I write epics, stories & maintain a UX roadmap. I conduct user research, run usability tests & workshop.

Westpac, New Zealand May 2020 - Dec 2020
Senior User Experience Designer (contract)

I worked with agile development teams, POs, and other designers to deliver the new Business Online Banking (BOB) web app. I researched, planned, and created wireframes & prototypes. I provided direction and mentorship for multiple squads. I co-created a design system for BOB.

PwC Digital, New Zealand Apr 2019 - May 2020
Experience Design Manager

I have led multiple human-centred design projects such as Intranet redesign, API governance app, service design of the National Ticketing Programme while specializing in user experience (UX) design across web and mobile apps, digital service journeys, and products. My work spans from facilitating co-design workshops, graphic recording using MG Taylor methodology, wireframing, prototyping, usability testing, helping with UX research studies, managing teams, writing proposals, budgeting, and engaging with C-level executives and Government officials.

Ministry for Primary Industries, New Zealand May 2018 - Feb 2019
Specialist Advisor – User Experience & Information Architecture

I worked on the heuristic usability & accessibility evaluation of the corporate website. I collaborated with service designers to conduct user research, that I translated into sitemaps and wireframes. I contributed to the all Government design pattern library, and the UX revamp of the Intranet. My projects included the UX & UI of the Emission Trading Scheme climate change website, service design of the online Animal Import Permit for pets, and IA of Food and Safety self-service online tool.

Oracle, New Zealand Jun 2016 - May 2018
Senior User Experience Design Lead (remote)

During my time, I worked on a suite of twelve products, transitioning them into a new cloud-based SaaS solution. Projects included a chatbot, ecommerce solution, and an analytics dashboard. I created a simplified UX & interaction flow for enterprise software applications. I contributed to Oracle's corporate design systems. I mentored junior UX designers. I captured interaction patterns using user journeys, storyboards, wireframes, and written specifications.

Personal Information Management, New Zealand Oct 2014 - May 2016
Digital Product Designer & UX Specialist

As the sole designer, I took PIM's KeepMe, web and mobile app for online identity verification, from strategic idea to release. I followed a lean, agile startup approach; MVP and rapid iterations. I conducted qual and quant user research and testing. I built personas, user flows, wireframes, and prototypes. I contributed to the team effort with QA and BA activities as well. I took ownership for the IA, UX, UI, motion and interaction design of KeepMe and its associated websites.

Afflias – dotMobi, Ireland & New Zealand Jan 2014 - Sep 2014
Graphics UX Designer (partly remote)

Over the course of this contract, I completed a usability and visual overhaul of goMobi mobile website builder, then I reimagined their multi-device preview tool. I designed 9 responsive web design templates and over 100 icons for the new goMobi app. As a team of two, I co-developed mobi.ready and designed its overall UI and UX.

Freelance, Ireland & Hungary 2010 - 2014
Web Designer and Front-end Developer

I worked with clients on web design and development projects. I provided art direction, and led a design team of two for a year. Notable clients: Medxnote and Innovation Value Institute in Ireland.