




Summary

As a seasoned Product Designer, I bring a wealth of design experience in crafting innovative and user-centred solutions. With a proven track record of working in cross-functional teams and collaborating closely with stakeholders, I am skilled in translating complex requirements into intuitive user interfaces that elevate the overall user experience of digital products. My empathetic approach to design, coupled with strong communication and presentation skills, allows me to effectively convey design concepts, gather valuable insights, and drive consensus. I thrive in dynamic environments, mentoring junior designers and committed to delivering impactful products that resonate with users on a global scale.


Experience

- Oct 2023 – Present

 Senior Product Designer
GROW Inc


Leading design for administration platforms and online investor experiences within the Managed Funds team. Partner closely with Product, Engineering, the Head of Managed Funds and external clients to modernise complex, regulated workflows.

 - Leading a 12-month, end-to-end design of a new Managed Funds platform, spanning Admin and Investor portals to support scalable account, transaction and client servicing workflows.
 - Influenced product strategy for Managed Funds by translating complex regulatory and operational constraints into clear design direction, aligning leadership, product and engineering around a shared roadmap.
 - Established design processes and rituals (critiques, discovery frameworks, handover standards) that improved design quality, cross-team collaboration and delivery confidence across multiple squads.
 - Mentored designers through regular coaching and critique, strengthening systems thinking, stakeholder communication and design quality across the team.
- Jun 2022 – Oct 2023

 Senior Product Designer
Eucalyptus


Worked across consumer-facing health apps and internal platforms within a multi-brand healthcare organisation. Led end-to-end design for patient experiences and admin tooling, partnering closely with Product, Engineering and Design leadership to scale systems, improve usability and support complex healthcare workflows.

 - Led the design of weight tracking features for the Juniper native app, creating clear, motivating visualisations that helped patients understand progress, milestones and plateaus; the app was awarded Gold at the 2023 Good Design Awards.
 - Designed core interfaces for the Eucalyptus admin platform re-architecture, enabling greater flexibility and choice in personalised healthcare plans while supporting complex clinical and operational constraints.
 - Improved usability across multiple Eucalyptus health platforms, simplifying fragmented experiences and raising consistency and quality across patient and internal-facing products.
 - Scaled the multi-brand design system and mentored a direct report, improving delivery efficiency, design quality and fostering a safe, inclusive design culture.
- Oct 2020 – Jun 2022


 Senior Product Designer
Koala

Worked on Koala's e-commerce platform, contributing to the evolution of the design system and the end-to-end design of high-traffic product and marketing experiences. Partnered closely with Product, Engineering and stakeholders in a fast-paced, experiment-led environment to ship and iterate on customer-facing features.

 - Contributed to an eight-month digital transformation of the Koala website, redesigning core e-commerce experiences and launching a new mattress range to improve product discovery and purchase confidence.
 - Designed and shipped product and marketing pages for major launches including the Paddington Bed Base, Cork Sofa and Coaster Coffee Table, collaborating closely with cross-functional partners to deliver at pace.
 - Helped scale Koala's component library and design system, improving consistency, reusability and speed of delivery across the website as the product range expanded.
 - Led research, prototyping and usability testing, using customer insights, analytics and stakeholder feedback to iterate on designs and improve the overall website experience.

- Jun 2019 – Oct 2020
 UX/UI Designer
 Datarati

Led end-to-end design engagements for enterprise and consumer brands across travel, media, automotive and finance. Owned research, strategy and interface design across multiple client projects, balancing speed, quality and stakeholder alignment.

 - Led a four-month end-to-end UX/UI engagement for a Jaguar Land Rover dealership app, owning research, ideation, experience strategy and interface design for dealerships across Australia.
 - Designed and delivered user interfaces for major brands including Sony, Crown Resorts, SBS, Tiger Air and OFX, adapting design approaches to varied industries, audiences and business goals.
 - Created scalable design templates and component systems used across multiple client projects, improving consistency, efficiency and reuse within delivery teams.
 - Redesigned the Datarati website, partnering closely with stakeholders to clarify positioning, modernise the visual language and improve usability.
- May 2016 – Jun 2019
 UX/UI Designer
 EHP Holdings

Worked across a portfolio of digital health and fitness products. Progressed from Graphic and Digital Designer into a UX/UI role, taking ownership of discovery, research, strategy and interface design for multiple consumer-facing platforms and native apps.

 - Led end-to-end UX/UI design for the FitNation native iOS app, owning discovery, competitor analysis, research, user testing, experience strategy and high-fidelity interface design.
 - Designed user interfaces for multiple fitness platforms, including the WBKFIT native iOS app and the Lauren Simpson Fitness web platform, supporting ongoing product growth and iteration.
 - Conducted UX research and usability testing across health and fitness products, identifying pain points and translating insights into actionable design improvements.
 - Redesigned the EHPlabs website end-to-end, modernising the experience and aligning brand, content and usability across the platform.

Education



General Assembly
 Certificate of UX Design
 Dec 2017 – Jan 2018






University of Technology Sydney
 Bachelor of Industrial Design
 2010 – 2013



UTS Insearch
 Diploma of Design
 2009 – 2010

Skillset

-  **Design Skills**
 - Product Design & Management
 - Design Research
 - Strategy & Planning
 - Information Architecture
 - Prototyping
 - User Interviews & Testing
 - Visual Design
-  **Tools & Software**
 - Figma / Figma Make
 - ChatGPT
 - Gemini
 - Adobe Creative Suite
 - Figma
 - Miro
 - Notion
 - Atlassian Suite
-  **Interpersonal Skills**
 - Effective collaborator working with cross-functional teams
 - Skilled in relational listening and giving/receiving feedback
 - Strong communicator with the ability to articulate design concepts and rationale clearly to different audiences
 - Mentor and coach to designers, providing constructive feedback, fostering skill development, and cultivating a positive team environment

Honors & Awards



Good Design Awards
 Good Design Award Gold – Juniper Mobile App
 Aug 2023



Folklore Ventures
 Design Chapter Coach
 2022 – Present