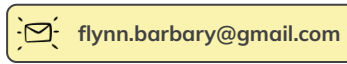
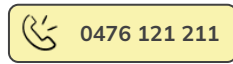
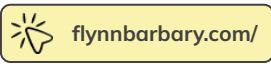


Flynn Barbary, a wildly creative design generalist with over 4 years experience applying end-to-end UX and UI capabilities to tackle complex challenges.



Profile

An experienced design lead and consultant that thrives on understanding how people interact with the world around them. As a consultant, I lead multiple design briefs that improved systems for clients using new and developing technologies through design methodology and human-centric values.

I love creating with others, and place great importance on collaborating with people of diverse perspectives and experiences. I'm adaptable in my approach and will complement the strengths of my team to ensure the delivery of innovative and beneficial outcomes.

I'm currently based in Naarm / Melbourne.

Skills

Design Research

Workshop design & facilitation, benchmarking, data synthesis, wireframing, prototyping, user testing methodologies, focus group interviews

Design Strategy

Journey mapping, co-design workshopping, service design, customer and employee experience, service blueprinting, product roadmapping, product management

Visual Design

UI, Branding and identity, Design systems, Data visualisation and storytelling, Graphic design, Animation and video editing

Communications

President of Toastmasters and former VP of Public Relations, Visual storytelling, Stunning slide decks

Experience

Freelance

UX/UI & Product Design Consultant (*Feb 2025 - Current*)

Pairing my robust foundational training with self-directed project management and complex problem-solving skills across. Gaining diverse experience and building a dynamic skill set to better serve innovative industries and products.

Key responsibilities:

- Pitched and won major design contracts by clearly articulating the ROI of a user-centered design approach to data visualisation to client executive teams.
- Serving as a primary design consultant of heuristics auditing; advising small to medium-sized businesses on best practices in accessibility (WCAG compliance) and responsive design.

Cognizant (formerly Servian)


UX/UI & Product Design Consultant (*Dec 2021 - Jan 2025*)


Collaborated with large corporate stakeholders in diverse industries to successfully drive innovative change and increase usability.


Key responsibilities:

- Utilized product research methods and data analysis to uncover customer insights and define innovative design directions.
- Owned the end-to-end design lifecycle for features, digital products, and internal services, ensuring alignment with business strategy.
- Rapidly designed and iterated low-to-high fidelity wireframes, prototypes, and usability testing to validate design solutions.
- Facilitated discovery, co-design and collaboration workshops with cross-functional teams to formalize business goals and identify opportunities for development.
- Managed communications with multiple stakeholders to ensure project deliverables remained on-track while fulfilling specific business and technical requirements.
- Developed comprehensive documentation, product roadmaps, and delivered final handover strategies to ensure a smooth implementation by the development teams.
- Reviewed quantitative data (analytics, engagement metrics) to determine product success and define future iterations.
- Contributed to the development of company IP (tools, processes, and best practices), assisting in sales pitches and drafting of Statements of Work.

Flynn Barbary

 flynnbarbary.com/

 0476 121 211

 flynn.barbary@gmail.com

 in/flynnbarbary/

Education

Diploma of Project Management

Swinburne, currently enrolled

Diploma of User Experience Design

General Assembly, 2021

Masters in Landscape Architecture

RMIT University, 2011 - 2013

Tokyo University, 2012

Bachelor of Design

RMIT University, 2008 - 2011

Interests

Drawing & Animating **Baking Tarts**

Hitting the Gym **Watching Drag Race**

Skateboarding **Playing PS5 & Switch**

Learning Korean **Making Costumes**

Experience (Continued)

ConsultXperts

UX/UI Design Consultant (Jun 2021 - Nov 2021)

Six-month fixed term contract to identify current issues with client's website; focussing on onboarding and engagement.

Key Responsibilities:

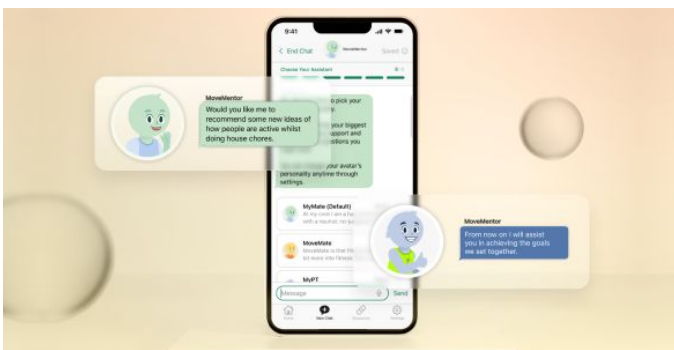
- Optimised user experience through data and insight modelling to gain understanding of behaviour patterns.
- Developed and facilitated a branding workshop with the client and stakeholders to identify a unique selling point (USP) and to curate features that are counterproductive to the user.
- Drastically reduced web drop-off rate by 63% by improving the sign up experience.
- Delivered full year product roadmap recommendations which were implemented post contract completion.

Snapshot Portfolio

A brief overview of some of my projects at **Cognizant Servian**. Given the nature of consulting, project and client details have been omitted. Happy to provide more information when we meet, just let me know.

Movemotor Digital Assistant

UX/UI Design Lead & Conversation Designer



A university-funded activity assistant that aligned behavioural psychology with an AI/ML nudge engine and a conversation agent app.

I successfully designed the app and the core conversation flows through persona discovery, ideating the conversations and UI, and rapid prototyping with the key target audiences.

[view case study ↗](#)

Audience Reporting Strategy

Product & UX/UI Design Lead



One of the leading banks of Australia were seeking an opportunity to enhance their technology stack by developing an Audience Reporting Strategy.

Working closely with a number of stakeholder groups I successfully designed several audience reporting data visualisation dashboards that allowed the client to move towards a customer centric reporting view, and away from a siloed channel centric view.

[view case study ↗](#)