Zara Hartwig,
Product Design Lead

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EXPERIENCE

Feb 2020 - Present

Design System Manager | Full time

HSBC

Currently, contributing to HSBC's Design System that maintains quality and consistency across all digital products, brands, markets and product delivery teams. Leading the governance of Design System toolkits and documentation guidelines used by over 200 designers globally.
Day-to-day, providing on-call support to global design teams across global market regions, with focused EU and UK representation.

Sept 2022 - Apr 2024

Design Lead | Freelance

Carbon Linking

Led the end-to-end design and delivery of an immersive green-tech gamified learning app, focused on redefining carbon literacy through technology and play. Established robust project management workflows to support backlog planning, requirement gathering, and project scoping. Designed and implemented a rich feature set—including engaging challenges, rewards, and social features—to drive user engagement and encourage sustained app usage.

Jan 2018 - Feb 2020

Product Designer | Full time

Westpac

Involved in the award winning design and delivery of Australia's largest and oldest bank, Westpac's, new native mobile banking app.
Spearheaded the design of a unified account activity framework, enabling seamless scalability across 26 financial product categories; including deposit, savings, credit, and lending accounts. Along with curating and validating the Information Architecture through iterative rounds of qualitative testing with real customer's based on their behaviours and preferences.

EDUCATION

2014-2017

University of Techology, Sydney AUS

BA (Honours) Design in Visual Communication

2013

Ascham School, Sydney AUS

Higher School Certificate

CERTIFICATIONS & AWARDS

2023 - 2024

NN/g UX Certification

Designing Complex Apps for Specialised Domains

Leading Highly Effective UX Teams

2023 - 2024

#1 in The Forrester Digital Experience Review™

Australian Mobile Banking Apps

View report

2021

Good Design Award Winner

Digital apps and software category

View brief

SKILLS

Design Systems   Product Design

Gamification   Tokens and Generative AI

IA   Usability testing (qual and quant)

Communiation   Problem solving

Facilitation   EI and EQ   Leadership

Management

SOFTWARE

Figma   Atlassian Suite   Slack

HTML and CSS   Trello   Monday

Microsoft Suite   Google Suite

Adobe Creative Cloud   GitHub

Lovable