



# Juliette Hall

Inclusive Design & Research Lead

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**Inclusive research and strategic leader with 11+ years of design experience, specialising in embedding accessibility and inclusion across research, design, governance and organisational strategy.**

## Bio

National Inclusive Design & Accessibility Lead at Deloitte Digital, managing a multi-disciplinary team of 15+ consultants to deliver equitable experiences grounded in lived experience.

Unique cross-capability skillset spanning inclusive research, service design, UX and accessibility, with a track record of leading teams on high-impact strategic initiatives that drive organisational change.

## Key achievements

### Selection for the 2024 Inspiring Women Program:

Recognised as a leader in my Business Unit through selection for the Inspiring Women Program, a prestigious initiative that celebrates and elevates Deloitte's most respected female role models.

### Leading Deloitte's National Inclusive Design & Accessibility Practice:

Lead the strategic growth of Inclusive Design at Deloitte, mentoring 15+ consultants, driving the inclusive design pipeline, and upskilling 100+ designers in inclusive research and accessibility practices.

### Championing Inclusive Design at the executive level:

Led a multi-disciplinary team to develop a Vulnerable Customer Support Model that would protect vulnerable customers through a major tech transformation, collaborating at an executive level to drive top-down change and shift vulnerability considerations from an afterthought to a strategic priority.

## Core competencies

Inclusive Research & Ethical Practice	Strategy, Policy & Governance
People Management & Team Development	Stakeholder Management & Communication
Design Operations & Process Excellence	Workshop Facilitation & Design Thinking
Strategic Business Acumen	Hands-on Design Expertise
Cross-functional Leadership	Data-Driven Decision Making
Communication & Storytelling	Emerging Technology & Innovation

## Relevant Experience

### DELOITTE DIGITAL • UX Manager | 2022 - Present

#### Responsibilities

- Senior subject matter expert and thought leader on Inclusive Design, Inclusive Research and Accessibility, collaborating across Business Units to build our clients' organisational maturity.
- Drive Deloitte Digital's pipeline (contributed \$9.8m in sales for FY25) through business development activities, including shaping of engagement approaches and strategy for proposals/RFPs, scoping extensions of existing engagements and developing trusted, long-term stakeholder relationships to identify opportunities and help clients achieve strategic business outcomes.
- National Inclusive Design & Accessibility Lead, driving strategic, organisational growth, mentoring and developing the team to deliver quality across engagements and supporting clients to drive inclusive design initiatives, strategy and research.
- Led the development of an accessibility accelerator, now embedded as standard practice across the design team.
- Established inclusive research methodologies and a national training series, setting the standard for centring lived experience across all research engagements.
- Coaching, mentoring and hiring consultants from junior to senior levels - balancing strategic career development with day-to-day delivery management while fostering an inclusive team culture.
- Leading multi-disciplinary teams across multiple client engagements, while managing scope, resourcing, timelines and shifting priorities to ensure quality delivery for our clients.
- Established an Inclusive Design Community of Practice, facilitating regular workshops, presentations and connect sessions to build a culture of inclusivity and drive continuous learning across the company.

#### Relevant client experience

- Led a multi-disciplinary team of Service Design, UX and Research specialists on an enterprise-wide tech simplification program, to deliver a set of strategic service blueprints and UX prototypes that reflect the desirable target state customer experience. This was the company's #1 strategic priority, and directly influenced executive decision making.
- Delivered thought leadership presentations for The Smith Family, HammondCare, RACV and Westpac, building client capability to advocate for inclusive design at the executive level.
- Led an Inclusive Research engagement for a Public Sector client, where we conducted research with 160+ typically under-represented participants across the educational ecosystem – including people with a disability, remote communities and digitally excluded individuals – to provide strategic and tactical recommendations as to how the client could mitigate the risk of a digital transformation to these individuals.
- Developed a UX Maturity Model for a Major Australian Bank, enabling the client to scale their design practice and embed inclusive practices from the outset.



## Education & Relevant Training

### AI Associate Accreditation

Salesforce  
2025

### Trauma-Informed Design Research

Jax Weschler  
2023

### UX UI Transform Course

Academy XI  
2020 - 2021

### Bachelor of Branded Fashion Design

Billy Blue College of Design  
2012 - 2015

## Toolkit

Figma	● ● ● ● ●
Figma Make	● ● ● ● ●
v0	● ● ● ● ●
Microsoft Copilot	● ● ● ● ●
Claude	● ● ● ● ●
Sketch	● ● ● ● ●
Atlassian Suite	● ● ● ● ●
Photoshop	● ● ● ● ●
Illustrator	● ● ● ● ●

## References

Available on request

## Relevant Experience

### ELEPHANTS CAN DANCE • UX/UI Designer | 2021-2022

#### Responsibilities

- Delivered end-to-end digital solutions for medium and large enterprises, such as the Department of Customer Service, Legal Aid NSW, Tigerair, Royal Caribbean Cruises, [cu]health and Global Onboard Partners.
- Mentored, guided and contributed to the hiring of junior designers, working closely with the Design Director to nurture the team's professional development.
- Developed customer strategies that balanced user needs and strategic business objectives.
- Led research and utilised iterative design techniques to uncover insights and opportunities both within current and conceptual digital products.
- Stakeholder management and development of strong client relationships.
- Contributed to business development, building proposals and acquiring new clients, such as TAFE NSW.
- Led customer research to develop user personas, customer journey maps and refine UX prototypes, providing junior colleagues with guidance and support to develop capability.
- Wireframing, rapid prototyping and usability testing of design concepts.
- Led client presentations to justify design concepts through storytelling and therefore driving further development and client buy in.

### PRIOR TO 2021...

*6 years as a fashion designer at Camilla and Marc, Rachel Gilbert and Lover - leading design and production for high-end Australian labels. This foundation in human-centred design, combined with a drive to create more inclusive experiences, led me to UX and accessibility.*