IVAN WOWK

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Summary

I'm an **experience designer** with over six years spent untangling complexity and shaping digital products that actually work for the people using them. I think in systems, sweat the details, and stay curious throughout. My background spans everything from gamified research tools to government platforms that process millions of real-world transactions. I like turning messy problems into clean, usable flows. I believe the best ideas come from working closely with others, asking the right questions, and testing things early and often.

Skills

Product / Systems Design

- End-to end UX and UI Design
- Design Systems and Pattern Libraries
- Interaction and Motion Design
- Responsive and Mobile Design
- Gamification and Engagement Design

Research / Strategy

- Qualitative and Quantitative Research
- Insight Synthesis and Experience Mapping
- Workshop Design and Facilitation
- Design Strategy and Problem Framing
- Jobs-to-be-done and Service Thinking

Tools / Collaboration

- Cross-functional Collaboration
- Stakeholder Engagement and Co-design
- Figma
- Miro
- Adobe CC
- Jira
- Microsoft Power Platform
- Webflow

Experience

Principal Product Designer
Service NSW | Sydney, Australia | Apr 2022–Current

Design lead on mission-critical digital services supporting 72M+ transactions and $2B+ revenue per year. Worked end-to-end across insight, strategy, prototyping, and delivery to drive tangible impact for customers and government teams.

- **Led design system standardisation** of 120+ components used across 160 functions, improving experience consistency and boosting delivery speed by 80% for a modular SaaS platform servicing critical public needs.
- **Boosted engagement 13x above target** for the Vehicle Emissions Offset Scheme using gamification and refined interaction design.
- **Redesigned the Driver Knowledge Test Online**, improving UX and flow; the project received Service NSW's Voice of our Customer Award and supported a doubling of completion rates across the state.
- **Cut wasted research effort by 90%** via a self-serve Research Repository used by dozens of teams weekly (~80 accesses), designed and launched from the ground up.
- **Partnered with cross-functional and policy teams** to align experience delivery with service and compliance goals, ensuring measurable impact and a cohesive user journey. Increased net CSAT across channels and reduced load on frontline and customer resolutions staff.
- **Advocated for design quality** through critique sessions, documentation, and hands-on mentoring, while staying deeply involved in the work itself.

Senior Product Designer
Service NSW | Sydney, Australia | Mar 2020–Apr 2022

Designed end-to-end product experiences for complex, high-volume government services. Partnered closely with policy and product teams to deliver research-led improvements that balanced user needs, legal constraints, and operational feasibility.

- **Unlocked $600K+ in projected annual savings** by securing Transport NSW's buy-in for transaction enhancements through stakeholder engagement and evidence-led advocacy.
- **Identified and addressed service gaps** that were causing online drop-off and unnecessary frontline engagement, preventing friction for over 100,000 customers annually.
- **Delivered iterative design enhancements** aligned with evolving policy objectives and technical constraints, while keeping the user experience at the centre.
- **Supported squads with research** planning, synthesis, and application, building shared understanding across disciplines and increasing design maturity across the organisation.

UX/UI Designer
Ekas Marketing Research Services | Sydney, Australia | Apr 2019–Mar 2020

Sole designer tasked with modernising Ekas' public-facing research tools. Delivered new interfaces and interaction patterns that expanded the company's product and commercial potential.

- **Doubled research capacity and commercial potential** by redesigning survey templates and upgrading analysis systems to increase speed, retention, and data quality.
- **Enabled a multi-million dollar product roadmap** by laying the groundwork for integration with a patented hardware product targeting a new revenue stream.
- **Increased user engagement by +2.2 points** (on an internally crafted 5-point scale) by designing gamified survey interfaces and refining user flows through iterative testing.
- **Designed a flexible UI system for surveys and dashboards** that reduced delivery overhead and supported the launch of new research products.
- **Created a scalable survey design system** and style guide adopted across public-facing tools, improving delivery efficiency and brand consistency.
- **Modernised legacy survey UIs** as the sole designer, enhancing accessibility, responsiveness, and performance across devices.
- **Facilitated stakeholder workshops** to align interaction patterns, visual strategy, and tone across the evolving product suite.

Education

Diploma of Graphic Design, Illustration
Enmore Design Centre | Sydney | Feb 2017

BA, Literature and Hispanic Studies
University of NSW | Sydney | Jun 2014

References

Available upon request.

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