



# HASSAN NIKRO

## SENIOR UX DESIGNER

### WORK EXPERIENCE

#### Senior UX designer

WooliesX | Oct 2021 - April 2022

At WooliesX, I worked within two teams leading projects. The first was with the campaign delivery team introducing UX to their work processes and breaking down silos to allow the team to work collaboratively to deliver marketing campaigns and activations with better strategy. The second was with the next gen team continuing the work on the future state, while assisting other teams, by providing feedback amongst other collaborations. I also mentored UI and junior UX designers looking to elevate their UX careers.

#### Mentor

General Assembly | Aug 2016 - present

Mentoring new GA UX design immersive students, not only assisting them during their time in the course but also post course completion reviewing their portfolio, identifying work opportunities and providing advice on how they can gain a competitive edge over other graduating students.

#### Mid and Senior UX designer

Designit | Sep 2019 - Nov 2021

I took an intentional step back as a mid-senior designer to work with super talented designers and with a variety of leading clients in industries such as insurance, finance, medical, sustainable energy and real estate. At Designit, I worked my way from being a mid-senior to a senior, leading projects and working collaboratively with service designers and other UX and UI designers, while also being involved in internal initiatives and writing proposals for RFP's.

#### Senior UX consultant

SaaSfocus | Aug 2018 - Feb 2019

This was a senior role with SaaSfocus to lead their UX initiatives and work collaboratively with their client, HCF. When I joined the project, the first project was 3 months behind completion, and the second project was underway. I quickly optimised and perfected the first project, repaired the strained relationship between the client and my colleagues, delivered the second project, and worked on the third and fourth simultaneously using a mix of design thinking and design sprint activities.

### CONTACT ME AT



hnikro@gmail.com



www.hassanux.com



<https://www.linkedin.com/in/hnikro/>

### EDUCATION



General Assembly | 2016:  
UX Design Immersive 10



WSU | 2004 - 2008:  
Bachelor of Economics: Major  
in Banking and Finance

### INTERESTS



Design Thinking & Design Sprints



Data Science



Product Growth & Optimisation



Product Strategy



Mentoring Junior Designers



Blockchain & Cryptocurrency



Emerging Tech

## **Junior to mid CX/UX/UI designer**

Tquila ANZ | Aug 2016 - Jul 2018

Joined as a junior designer and was quickly given responsibilities of a mid to design wireframes for projects with companies like Colourbond, AAP, and others. I worked on projects that range from retail, media, aged care, and telecommunications. I also assisted my colleagues with visual design, presentation prep and ad-hoc marketing tasks.

## **User Research Assistant**

Objective Experience | Jul 2016 - Aug 2016

Worked as a research assistant, completing data input tasks taken from footage captured with eye tracking facial wear.

## **OTHER WORK EXPERIENCE**

- **NAB/MLC | Jul 2015 - Jan 2016:** Customer Services Representative
- **Penrith Panthers | Nov 2014 - Apr 2015:** Sports Science Internship
- **Commsec Advisor Services | Apr 2011 - Nov 2012:** Adviser Services Representative
- **Commsec | Oct 2009 - March 2011:** Customer Service Representative
- **Harvey Norman | Aug 2008 - Feb 2009:** Customer Sales Representative