



HASSAN NIKRO

Experience Design

CONTACT

0410 901 433

Hnikro@gmail.com

www.hassanux.com

PROFILE

Taking complex problems through a tailored design process to deliver a simple, guided solution is my super power. I have a collaborative work ethic, ensuring there is a synergy between the business and the user.

SKILLS

Evidence-based design methodology

Strategic thinking

Accessibility & Inclusive design

Business design

Mentoring

EDUCATION HISTORY

UXDi 10

General Assembly

Feb 2016 - June 2016

Bachelor of Economics

Major in Banking and Finance

Western Sydney University

Jan 2004 - Sep 2008

WORK EXPERIENCE

Senior UX Designer

TPG Telecom

Jun 2022 - Jun 2024

Built a strong reputation as a trusted, outcome-focused designer within the Digital team. Delivered high-impact UX solutions that aligned business goals with customer needs across complex digital ecosystems.

Key Achievements:

- **Click & Collect:** Led the UX for Vodafone's Click & Collect feature, improving logistics across warehouses, stores, and customer touchpoints.
- **Home Internet Strategy:** Co-created the product roadmap with the PO using research, data, and discovery—boosting conversion rates and future-proofing the digital journey.
- **Initiative-Led Projects:** Collaborated across functions to deliver priority projects, aligning stakeholders and driving outcomes.
- **Design Leadership:** Mentored designers, ran workshops, and resolved blockers to raise design quality and team effectiveness.

Mentor

Workplaces and General Assembly (GA) | Aug 2016 - Present

What started as mentoring new GA UX design immersive students became mentoring designers within the teams I worked for. At GA, I not only assisted them during their time in the course and on the craft 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. At work places, it was less about the craft, and more about the soft skills around the workplace, mainly stakeholder management, workshop facilitation, and empowering them with their day to day.

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.

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.

Junior to mid CX/UX/UI designer

Tquila | 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.

Other Work Experience

- **Objective Experience | Jul 2016 - Aug 2016:** User Research Assistant
- **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