

Hello, I am

Maddie Kingsley | Senior UX Designer & Freelance Researcher

PHONE | 0481 259 281

EMAIL ADDRESS | maddiekingsley1209@gmail.com

ADDRESS | Hobart, Tasmania

PORTFOLIO | maddie-kingsley.webflow.io

Curious and outgoing by nature. Researcher by trade. Surfer to humble me.

10+ years in software design, from my origins as a front-end developer to Senior Research Consultant.

Qualitative and quantitative. Usability, discovery and continuous discovery.

Happiest in cross-functional teams, in the messy middle and turning those juicy customer insights into products that correct with my users.

Freelancing | UX Researcher & Senior UX/UI Designer

June 2022 - Current

Freelancing under my own company Maddie Kingsley Design. Some of my clients include:

- **RACT:** 2 month + another 3 month contract as a CX Designer building out journeys and designing solutions of their staff and customer portal and updating the navigation.
- **Jetstar:** Looked into Jetstar's new baggage policy that wasn't landing with customers and worked with the project team to translate it into a prioritised roadmap of fixes. Plus lots of usability testing with these guys!
- **Globetrotting:** Leading research, the entire customer experience and UI design for a worldwide horse riding holiday company.
- **Commonwealth Bank:** Conducted multiple user research and usability testing projects to optimise the design and usability of credit card, NetBank app, loan, and leasing applications.
- **Also worked with:** NAB, Canva, Services Australia, Shell, Endeavour Group (Dan Murphy's & BWS), Amaysim, Racenet and Flinders University.
- **Askable:** Developed a short course for Askable to demonstrate the benefits of personas and user journey mapping.

Side Quests | Yoga teacher

January 2026 - Current

Vinyasa evening classes every week at the local, HoriZen.

Side Quests | Ocean photographer

March 2024 - Current

Analogue film surf and sail photography.

Virgin Australia | Senior UX Designer

January 2022 - February 2024

Virgin Australia is an airline that has the mission to be Australia's most loved airline. | Worked alongside 3 different squads (website, book & manage and check-in) and an incredible design team.

- **User research leadership:** Lead user research initiatives to uncover valuable insights into customer needs and preferences for three key squads: Domestic Check-in, Make and Manage Booking, and the Homepage Website. Introduced and taught a new research methodology called continuous discovery.
- **Cross-functional collaboration:** Partnered with the CX team to enhance the kiosk and lounge check-in processes, improving user flow and experience.
- **Stakeholder engagement:** Collaborated with stakeholders across various disciplines (Design, Product, Marketing, Customer Experience, Commercial) throughout the entire end-to-end process, earning their appreciation during research feedback sessions.
- **Field research:** Worked closely with cabin crew and ground staff at airports to enhance the guest experience with digital products.
- **Insight analysis & implementation:** Analysed research findings and translated them into actionable design recommendations and strategic roadmaps.
- **Facilitating workshops:** Conducted design workshops, from crafting vision statements, guidelines, test and learn and ideation sessions (I love to create workshops).
- **User journey mapping:** Continuing to add and update the user journey maps to visualise and improve customer interactions.
- **Accessibility advocacy:** Created accessibility guidelines for handover, ensuring inclusive designs that cater to all users and taught other designers how to.
- **Design System leadership:** I have hands-on experience in managing and contributing to Design Systems, having led Design System workshops.

Tabcorp | UX Designer

September 2021 - January 2022

TAB is Australia's number largest racing and sports betting website. | New TAB app focusing primarily on the Homepage, with a twist of social betting initiatives and contributing to ways of working. Contributed to a new design system and research.

- Contributed to the development of a new design system and research.
- Executed user research to support the app's design and functionality improvements.

Compare the Market | Mid UI/UX Designer

January, 2020 - July 2021

Compare the Market is a comparison website that compares products from electricity and gas, credit cards all the way to health insurance. **Tutor** helped rebuild and redesigned the journeys for travel insurance, health insurance and energy comparison.

University of Queensland | Tutor

July 2018 - December 2019

UQ's School of Information Technology and Electrical Engineering is at the leading edge of information and communications technology. | Throughout my time at UQ, I tutored and fostered group engagement, conveying ideas and content with clarity and helped develop content for three design courses. Tutoring has presented a series of different challenges. Courses included:

DECO3500 - Social & Mobile Computing

DECO3800 - Design Computing Studio 3: Proposal

DECO2500 - Human-Computer Interaction

Education

2024 **d.MBA** 6-week online business course made specifically for designers

2022 **FIGMA ACADEMY** Learnt advanced design tactics within Figma

2013-2016 **UNIVERSITY OF QUEENSLAND** Bachelor of Information Technology

Graphic Design | Human Computer Interaction | Interactive Design | Physical Computing | Design Computing | Web Design etc.

Referees

Daniel Fam

Lead UX Designer at Virgin Australia

0433 531 134

daniel.fam@virginaustralia.com

Elloise Przybylo

Product Owner at Xero Accounting

0435 124 521

elloiseprz@gmail.com

Chris De Lacy

Head of Digital Delivery at Virgin Australia

chris.delacy@virginaustralia.com