

Jonathan Kwok  
Product Designer

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## References

Please ask for references.

I'm a curious designer turning insights into innovative, user-focused experiences that delight. My work spans clients including Allianz, Breville, Cashrewards, Commonwealth Bank, St George Bank, Urbanest, RSPCA, Urbanswan, Family Planning NSW, and Saatchi & Saatchi.

## Experience

Cashrewards ————— 2021 - Present

### **Lead Product Designer**

Led design of the Retail Media platform, unlocking \$7M in revenue.

Drove 13.5k+ new ANZ Plus signups, reducing acquisition costs.

Improved search conversion by 20%. Shaped the Cashrewards brand across web and app, and provided design mentorship and leadership.

kwokwork —————

### **Freelance Product Designer**

Designed Urban Swan and supported its expansion to Melbourne and Brisbane. Launched digital brand platforms for Valli Snacks and AI products Avatar and Please Hold, driving user trust, engagement, and market differentiation.

GHO Sydney ————— 2018 - 2021

### **Senior UX/UI Designer**

Award-winning and high-impact projects, including Planet Puberty (recognised for Best Use of UX and Web Design & Development), the Grublab app, the launch of Breville Third Wave Coffee, and the redesign of Urbanest Student Accommodation.

bio.cap ————— 2013 - 2017

### **Product Designer**

Shaped the product identity & user experience from exergaming hardware (The Realm System) to clinical motion-analysis tools (bio. cap). My design work helped reposition the product for professional health and sports markets, supporting its acquisition by VALD and integration into a global health-tech suite.

## Education & Awards

Winner Best Use of UX 2022, Mumbrella: *Planet Puberty*

Good Design Awards 2022 Web Design and Development: *Planet Puberty*

Western Sydney University: Bachelor of Design (Visual Communication)

Tractor Design: Industry Branding Course & Industry UX Course

General Assembly: Front End Web Development