

# Hugo Dowd

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Product designer with a background in psychology and consumer insights focused on driving business outcomes. I take a collaborative approach to design and find the middle ground of user value, technical feasibility and business impact. I navigate constraints, specialised user flows and competing stakeholder needs in complex domains.

## EXPERIENCE

### Product Designer

Telstra Health • Sydney • July 2022 - July 2024

- Led end-to-end design for General Practitioners at Australia's largest digital health company, supporting **thousands** of active practices
- Redesigned patient communication workflows, saving clinics **15-20 hours** of admin work per week
- Led design of practice data migration tool, increasing fields migrated by **40%**
- Created a research repository, reducing time spent locating previous findings by **50-70%** and preventing duplicate research
- Led strategic research initiative to expand into the medical specialist market, supporting an increase in our total addressable market by **2.3x**

### Market Researcher

Gateway Research • Sydney • October 2020 - April 2022

- Applied cognitive and behavioural research to consumer behaviour at a boutique consumer insights
- Optimised product placement for online supermarket with **20 million +** weekly customers
- Conducted A/B tests with **60** users to optimise conversion rate for digital menu board designs

### UX Design Internship

Searten • Sydney • August 2021 - December 2021

- Developed an academic research management platform with early-stage startup founders

## EDUCATION

### Master of Interaction Design

University of Sydney • 2020 - 2021

- Learnt research (qualitative, quantitative, user testing), design (UI, UX, design systems), tools (figma, miro), and software development (HTML, CSS, Javascript [Vanilla, React], Java)

### Bachelor of Psychology (Honours)

Australian National University • 2016 - 2019

- Conducted original research during honours thesis on human perception and cognition