

Hey, I'm Alex —
a Principal Product Designer

alexstone.work

hello@alexstone.work

linkedin.com/alexstonework

0430 838 292

Proven track record of turning complex problems into clear, market-ready solutions. Experienced across agency, startup, and in-house roles, delivering brand, product, and digital experiences that keep customer needs and business outcomes at the core. Skilled in embedding AI into workflows to accelerate delivery and unlock new creative possibilities.

Experienced in mentoring and upskilling designers at different stages of their careers, with a focus on design systems, user testing, and product thinking. Skilled in running workshops and discovery sessions to align stakeholders, bridging design, development, and business goals. Strong advocate for design maturity within startups and SMEs, introducing scalable systems and customer-centred practices that influence product direction. Proven ability to lead client projects end-to-end, from brand and web foundations through to delivery, optimisation, and growth.

Professional Experience —



Insitu Digital

Founder

Now

Founded Insitu Digital to address a gap in the market for small businesses and startups lacking strong brand and web foundations. Delivered end-to-end digital solutions spanning strategy, branding, websites, and optimisation, leveraging agency, product, and growth expertise. Introduced AI-enabled workflows to accelerate delivery and increase creative output, helping clients launch and scale with confidence. Alongside client work, consulted with startups including OnEarly, embedding design systems and shaping product direction.



CarExpert

Principal Product Designer

2024 — 2025

Joined during a high-growth phase to define design strategy ahead of IPO. Directed the full website redesign, from homepage to complex showroom experiences, creating a modern, conversion-focused user journey. Partnered with product and engineering to align design with business goals, while leading user research and stakeholder workshops to inform a new backend system tailored to internal workflows. Built the digital foundation that enabled CarExpert's growth and scalability.



Jumbo Interactive

Principal Product Designer

2019 – 2024

Led design for the Growth vertical, owning customer acquisition and retention initiatives. Mentored and coached a team of designers within a Shape Up framework, ensuring clarity, focus, and delivery. Defined and implemented scalable solutions, including design systems for Oz Lotteries and SaaS clients, streamlining development and enhancing consistency. Partnered with product and engineering leadership to deliver user-centred experiences that improved conversion, engagement, and customer loyalty.



Jumbo Interactive

Product Designer

2018 – 2019

Transitioned from agency into product, building end-to-end expertise under the Head of Customer Experience. Applied discovery methods including JTBD interviews, customer research, and iterative design to shape product direction. Designed and delivered features across the full lifecycle from inception through to release while embedding user-centred, outcome-driven design practices that influenced the wider team.



Vivo Group

Lead UX Designer

2017 – 2018

Directed UX design across high profile brand and website projects. Defined creative strategy and visual direction, collaborating directly with clients to align solutions with both customer needs and business outcomes. Oversaw delivery of polished, user friendly websites that balanced brand expression with usability, strengthening client relationships and setting a foundation for long term digital growth.



BCM Partnership

User Experience Designer

2014 – 2017

Launched career at one of Brisbane's largest agencies, delivering UX for financial services, government, and major brands. Contributed to the design of complex digital projects, translating business requirements into effective, customer friendly solutions. Gained early grounding in research, prototyping, and testing, forming the basis of a career long commitment to outcome-driven design.

Education –

QUT Brisbane

Bachelor of Interactive Design – 2012-2014

Graduated with Honours

Bachelor of Architecture – 2010-2011

Bachelor of Industrial Design – 2009

Technical proficiencies —

Figma has been my go-to design tool for the past 8 years (before that, I was deep in Sketch and before that Photoshop👹). I'm well versed in the Adobe Creative Cloud suite and still use Photoshop, Illustrator, InDesign, and After Effects regularly at Insitu. Motion design in particular is something I've always enjoyed. Alongside design, I lean on tool like Miro, Notion, and Whimsical for collaboration, documentation, and mapping out ideas.

Over the past 12 months, AI has become a genuine co-working partner. A game changer in how I produce work running my own studio. Helping build an AI health product has shifted how I approach it too, moving from curiosity to applied workflows that cut time and open up new creative possibilities.

Design & prototyping

- Figma
- Webflow
- Framer

Collaboration & documentation

- Notion
- Miro
- Whimsical
- Slack

Creative & motion

- Adobe Creative Cloud
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects

Research & analytics

- Dovetail
- Amplitude
- Typeform
- Hotjar
- Clarity

Marketing & engagement

- Braze
- Klaviyo

AI & automation

- ChatGPT
- MidJourney
- Runway
- n8n

References —

I respect my references' privacy almost as much as I respect pixel perfection!

Feel free to reach out if you'd like their details. Email me at hello@alexstone.work.