Abbi Kamak

UI/UX & Product Designer | AI, Frontend & SaaS Expertise

Melbourne, Australia | 0412037315 | abbikamak@gmail.com | LinkedIn | GitHub

Portfolio: abbikamak.com

Professional Experience

Product Designer, Movinghub, Melbourne

Oct 2024 — Present

- Redesigned and optimised internal CRM for **25+ sales agents,** enhancing efficiency by **30%+** based on user needs.
- Conducted user research, identifying pain points and visualising opportunities through journey maps.
- **Translated user feedback into iterative design improvements**, ensuring the CRM met usability standards while supporting high-volume operations (**800+ customers/day)**.
- **Introduced structured design workshops** with stakeholders, enabling co-creation of CRM features that improved usability and increased data entry accuracy by **20%**.
- **Established a design feedback loop**, collecting and analysing user feedback post-launch to continuously iterate on features and boost agent adoption.
- **Designed and introduced an AI-assisted workflow** that automated routine data entry, saving the operations team **~5 hours weekly** and reducing cognitive load.

UI/UX Designer (Contract), Cognia- Healthcare Startup, Melbourne

Oct 2024 — Feb 2025

- Designed **Cognia**, a digital companion for **early-stage dementia detection and caregiver support**, available on both **mobile and desktop**
- Conducted **user interviews and accessibility testing** to cater to older adults with cognitive decline as well as caregivers managing patient information.
- Created **adaptive interfaces, motion cues and visual clarity systems** to ease cognitive load and improve engagement.
- Delivered a high-fidelity prototype and scalable design system, positioning the concept for submission to the **James Dyson Design Award**.

UI/UX Lead | Frontend React Developer, Monash University, Melbourne

Jun 2024 — Nov 2024

- **Led a cross-functional team** to design and develop a client-facing platform using **React,** emphasising usability and accessibility.
- Owned the **UI/UX design process:** user research, wireframing, prototyping in Figma, and frontend implementation.
- Coordinated design sprints, delegated tasks, and ensured seamless integration between design and development.
- Delivered a product recognised for **excellence in usability and innovation,** winning **2 design hackathons.**

Usability tester and Technical Support , Compare Club, Melbourne

Jun 2023 — Sep 2024

- Supported the Salesforce-based CRM for **30+ energy sales agents**, enhancing operational efficiency and reporting accuracy.
- Analysed workflows, identifying inefficiencies, and recommending improvements to boost sales performance.

User Interface Designer, Grohe- Global Sanitaryware Brand, Germany

May 2020 — Sep 2022

- Conducted **market and user research** to uncover customer needs, cultural preferences, and adoption barriers in the Indian market for a premium sanitaryware brand.
- Created user personas, journey maps, and **competitive analysis reports** to inform Grohe's strategy for Indian adaptation.
- Contributed to a **20% increase in regional sales** through design insights that shaped product positioning and customer experience.

Advanced Projects

AI-Powered Design Critique Tool, UI Roast Bot - Try it out

Personal Project | 2025

- Built an **AI agent using OpenAI Mini** to analyse and roast websites based on **accessibility, design quality, and user interface principles**.
- Designed the conversational flow and feedback logic to provide **practical, human-like critiques** for designers and developers.
- Developed as part of an ongoing exploration into **AI-assisted design evaluation and feedback automation**.

PTV Redesign, Improving Melbourne's Public Transport App

User Research & UX Design | 2025

- Conducted **25 in-depth user interviews** with public transport users to identify key usability issues.
- Redesigned the **mobile experience in Figma**, focusing on **clarity, journey planning and accessibility improvements**.
- Achieved **100% positive feedback** in post-test evaluations, validating the new design's usability and impact.

Awards

- **Dyson Design Award Nominee** – Cognia - UI/UX Project
- **Best Design Award** – Monash Postgraduate Design Unit
- **2× Devpost Hackathon Winner** – UI/UX & Development Challenges

Education

Master of Information Technology (UI/UX & Human-Centred Design), Monash University, Melbourne

Feb 2023 – Dec 2024

Bachelors in Design Engineering, Northumbria University, UK

Completed 2020

Certifications

- **Google UX Design Professional Certificate** — Coursera, 2025
- **Generative AI for Designers** — Coursera, 2025
- **Meta Front-End Developer Professional Certificate** — Coursera, 2024
- **Pearson Test of English (PTE): Score 86/90 – Superior English Proficiency**, 2025

Technical Skills

Design & Prototyping: Figma, Sketch, FigJam, Webflow, Framer, Adobe Creative Suite, Miro, wireframing. (Desktop, iOS & Android)
UX Research: Usability testing, heuristic evaluation, user interviews & research, journey mapping.
Front-end & Dev: HTML, CSS, JavaScript, React, ThreeJS (3D projects), Typescript, Ruby, Python, Java.
AI & Automation: Midjourney, Runway, Notion AI, Uizard, n8n, OpenAI API, and custom AI agents for workflow automation.