

# Abbi Kamak

UI/UX & Product Designer | Web, Mobile & Frontend-Led Products

Melbourne, Australia | 0412037315 | [abbikamak@gmail.com](mailto:abbikamak@gmail.com) | [LinkedIn](#) | [GitHub](#)

Portfolio: [abbikamak.com](http://abbikamak.com)

## Professional Experience

---

### Product Design Engineer (Web & Mobile), Betr.com.au (via Artisan Digital, Melbourne)

Oct 2025 — Feb 2026

- Worked as a Product Designer on **Betr.com.au**, delivering end-to-end UX and UI design across desktop and mobile web for a large-scale betting platform
- Led the design of the Race Grid View (desktop) and key mobile web features, including bottom navigation, improving clarity and usability in time-critical, data-dense interfaces
- Conducted **competitor analysis and UX research** to inform information architecture, interaction patterns, and responsive behaviour
- Collaborated closely with engineers and contributed to **frontend development**, ensuring production-ready designs aligned with performance, compliance, and delivery constraints

### Product Designer, Movinghub, Melbourne

Oct 2024 — Oct 2025

- Redesigned and optimised an **internal CRM system** used by **25+ sales agents**, improving operational efficiency by **30%+** through user-centred design
- Conducted **user research** including interviews and workflow analysis to identify pain points and visualise opportunities using **journey mapping**
- Translated user feedback into **iterative UX and UI improvements**, ensuring the CRM met usability standards while supporting **high-volume operations (800+ customers per day)**
- Facilitated **cross-functional design workshops** with stakeholders to co-create CRM features, increasing **data entry accuracy by 20%**
- Established a **design feedback loop** by collecting and analysing post-launch user feedback to drive continuous improvement and adoption
- Designed and implemented an **AI-assisted workflow** to automate routine data entry, saving the operations team approximately **5 hours per week** and reducing cognitive load

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

May 2024 — Oct 2025

- Designed **Cognia**, a digital companion for **early-stage dementia detection and caregiver support**, available across **mobile and desktop platforms**
- Conducted **user interviews and accessibility testing** to support older adults with cognitive decline and caregivers managing patient information
- Designed **adaptive user interfaces**, motion cues, and visual clarity systems to reduce cognitive load and improve user engagement
- Delivered a **high-fidelity prototype** and **scalable design system**, positioning the product 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 web platform using React, with a focus on usability and accessibility
- Owned the UI/UX design process, including user research, wireframing, prototyping in Figma, and frontend implementation
- Coordinated design and development sprints, delegated tasks, and ensured alignment between design and engineering
- Delivered a product recognised for usability and innovation, winning two 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 identify customer needs, cultural preferences, and adoption barriers within the **Indian market** for a premium sanitaryware brand
- Developed **user personas, journey maps, and competitive analysis** to inform **Grohe's localisation and market entry strategy**
- Contributed design-led insights that supported a **20% increase in regional sales** by shaping product positioning and customer experience

## Advanced Projects

---

### AI-Powered UI/UX Design Critique Tool, UI Roast Bot - [Try it out](#)

Personal Project | 2025

- Built an **AI agent** using **OpenAI Mini** to analyse and critique websites against **accessibility, UI design, and usability principles**
- Designed the **conversational flow and feedback logic** to deliver practical, human-like design critiques for designers and developers
- Developed as part of ongoing research into **AI-assisted design evaluation** and **automated UX feedback systems**

### 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 and accessibility issues
- Redesigned the **mobile user experience in Figma**, focusing on clarity, journey planning, and accessibility improvements
- Achieved **100% positive feedback** in post-usability testing, validating the effectiveness and impact of the redesign

## 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, Python, Java.

**AI & Automation:** Midjourney, Runway, Notion AI, Uizard, n8n, OpenAI API, and custom AI agents for workflow automation.

## 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

## Awards

---

- **Dyson Design Award Nominee** – Cogna - UI/UX Project, 2025
- **Best Design Award** – Monash Postgraduate Design Unit, 2024
- **2x Devpost Hackathon Winner** – UI/UX & Development Challenges, 2025

## 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