

Patrick Shephard

Senior Product Designer

West Melbourne, VIC 3003

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EXPERIENCE

10 yrs

in Design

National Australia Bank | Senior Product Designer

November 2022 – July 2026

- Lifted instant business account openings to 28% of nabtrade applications (measured post-launch) by identifying the opportunity, securing funding by pitching to senior leadership, and leading end-to-end design of a new multi-party onboarding experience for verifying company directors and beneficial owners (AML/KYC), shipped across three releases.
- Presented design strategy and monthly updates to senior stakeholders across product, risk, compliance and engineering, securing alignment for a design now being extended to additional banking products.

Symplicit | Senior Product Designer

February 2021 – November 2022

- Increased Australian Unity's app System Usability Scale score 26% (65 → 82), with 8/10 test users saying they'd return, by redesigning the My Real Wellbeing app around personalised daily tasks, grounded in a heuristic review, accessibility audit and usability testing with 10 users.
- Cut content lead times for Toll Group's post-rebrand website by designing a scalable atomic design system (design tokens, 10 global components, 15 sections and 15 page templates), validated through tree-jack testing and delivered as a comprehensive Figma UI kit.
- Delivered research and concept design for the Carsales membership offering and FACTS+ digital vehicle report, and UX/UI for Department of Infrastructure digital services.

Optus | Senior Product Designer (Contract)

August 2020 – February 2021

- Led UI design for Optus Business's first multi-SIM plan purchase and management experience on web, shipping within an enterprise telco design system alongside product managers and developers.

EXPERIENCE

Symplikit | Experience Designer

July 2019 – August 2020

- Designed network fault management and work order workflows used by field crews and operators, translating complex utility operations into usable digital tools through contextual research with operational staff.
- Improved how field technicians locate and manage physical network assets by leading research and UI design for the power asset locator tablet app.

Sky Foundry Digital | Product Design Contractor

February 2018 – July 2019

- Delivered brand, web and product design end-to-end for a multi-industry client portfolio, managing projects from brief to developer handoff.

Nauticus Blockchain | Senior UX/UI Design Contractor

May 2018 – October 2018

- Designed the full mobile app for a web-based cryptocurrency exchange: flows, wireframes, hi-fi UI and prototypes for trading, wallets and account management.

Sinclair Product Design | Industrial Design Contractor

October 2016 – September 2018

- Took the click-and-go Pope Gardening sprinkler family from concept to mass production (3D CAD, prototyping, flow dynamics testing and design for manufacture), now sold nationally at Bunnings.

EDUCATION

Bachelor of Design (Product Innovation)

University of South Australia

2011-2013

SKILLS

DESIGN

Problem Solving
Micro Interactions
UI Design
UX Design
3D Design
Illustration
Graphic Design
Prototyping

RESEARCH

User Interviews
Conceptual Development
Moderated User Testing
Unmoderated User Testing
Customer Journey Mapping
Data Synthesis
Co-design Workshops
Design Strategy

TOOLS

Figma
Adobe CC
Solidworks
Claude (generative prototyping)