

Catherine Hills

Strategic Design & Delivery Leader · Director | Advisor | Senior IC
Design, Research, Product & AI-Enabled Transformation

cathhills@gmail.com · +61 0417 047 326

[linkedin.com/in/catherine-hills-96a1b515](https://www.linkedin.com/in/catherine-hills-96a1b515) · [cathhills.com](https://www.cathhills.com) · Australian & UK Dual National

I help organisations turn complexity into clarity, delivering human-centred experiences and commercially grounded change across design, product, technology and AI. With 15+ years across SaaS, consulting, public sector and enterprise, I lead with clarity, humanity and a systems mindset. I'm equally comfortable setting vision, advising at executive level and rolling up my sleeves to deliver.

KEY ACHIEVEMENTS

- Led \$2B platform integration (A Cloud Guru → Pluralsight) delivering a unified platform experience across APAC and US, contributing to \$20M+ ARR growth.
- Identified and validated a new \$18M+ ARR opportunity, securing C-level endorsement and establishing the Group Learning Foundations product domain.
- Directed Global AI Learning Curriculum and Offer - globally aligned, cross-sector, integrated into Capgemini Invent's global portfolio.
- Delivered Generative AI hands-on learning product recognised in the 2025 Forrester Wave (highest score, hands-on learning and innovation).
- Led multi-million dollar public sector transformation initiatives, including a recommendation report to the Productivity Commission and 20+ Federal Health Digital Services Roadmap initiatives.
- Finalist, Victorian Premier's Design Awards (Service Design) · Google Anita Borg Scholarship Finalist · RMIT Peer Teaching Award · Publicis Sapient Best Work ANZ.

HOW I WORK

As a Leader

- Executive and Director-level design, product & research leadership
- Design operations build, stabilisation and PDLC transformation
- Team capability uplift, career frameworks, and talent development
- Cross-functional alignment across geographies and disciplines

As an Advisor

- Transformation strategy, AI-enabled experience, and service design
- Operating model and policy design for complex organisations
- Commercial and investment readiness
- Discovery, facilitation, and executive advisory

As a Senior IC

- End-to-end service and product design
- Research, insight synthesis, and evidence-based strategy
- Blueprinting, playbook development, and frameworks
- Prototyping, workshopping, and co-design facilitation

Engagement Models

- Permanent or contract Director / Head of Design
- Advisory retainer or embedded consulting
- Fixed-scope discovery or delivery
- Senior IC on strategic programs

CORE SKILLS

Design, Research & Strategy

- Human-centred & inclusive design
- Service design & blueprinting

Leadership & Transformation

- Executive & Director-level team leadership

- UX/UI, design systems & IA
- Mixed-methods research & synthesis
- Participatory & co-design methods
- Capability maturity frameworks
- Operating model & organisational design
- Policy evaluation & reform design
- PDLC transformation & ways of working
- Cross-functional & cross-geo delivery
- Change leadership & stakeholder alignment
- Centre of Excellence establishment
- Mentoring & emerging leader development

Product & Technology

- Product strategy, OKRs & roadmapping
- Platform integration & multi-channel delivery
- GenAI, agentic AI & ethical deployment
- AI-enabled workflow & experience design
- Experimentation & funnel analytics

Sectors

SaaS · Education · Government
 Financial Services · Health · Retail
 Consulting · Enterprise

Tools

Figma · Miro · FigJam · Dovetail
 Amplitude · Jira · Confluence · Notion
 Service blueprinting · Journey mapping

WORK HISTORY

Strategic Design Leader — Public Sector & Education · [Capgemini Invent](#) · 2024–2025

- Research-informed advisory across Federal and State government transformation, policy evaluation, and operating model design.
- Directed the AI Digital Academy - globally aligned curriculum and offer, integrated into Capgemini Invent's global portfolio.
- Delivered care economy insights for the Productivity Commission and 20+ Federal Health Digital Services Roadmap initiatives.
- Led global bid response teams across Citizen Digital Services and AI offers; drove business development and account engagement.

Director of Product Design & Experience Research · [Pluralsight / A Cloud Guru](#) · 2022–2024

- Co-directed \$2B Single Platform Experience integration (APAC/US), enabling customer migration and contributing to \$20M+ ARR growth.
- Validated \$18M+ ARR Group Learning opportunity - secured C-suite endorsement, stood up new product domain.
- Delivered first-to-market GenAI hands-on learning product; recognised in 2025 Forrester Wave (highest score, hands-on learning).
- Led team of 12 through six restructures; rebuilt AU design operations, co-chaired Global Research Committee, developed PDLC frameworks and career ladders.

Service & Experience Design Manager / Acting Director · [University of Melbourne](#) · 2021–2022

- Established Centre of Excellence in Service Design; delivered Service Access Management maps, Capability Maturity model, and HCD Playbook.

Head of Design (Growth) / Acting Director of UX, Product & Digital Design · [Envato \(acq. Shutterstock, \\$372M AUD\)](#) · 2021

- Led design capability across Envato Market, Elements, Milkshake, and Tuts - 12 team members, three direct reports, annual budget ownership.

Senior Manager Experience Strategy / Acting Director ANZ · [Publicis Sapient](#) · 2020–2021

- Led team of senior managers to junior designers - rebuilt team operations after hiring freeze
- \$7–15M in new client revenue across Retail, Public Sector, and Education — Woolworths, Bunnings, CQU, Super Retail Group.

- Best Work ANZ recognition for Woolworths Digital Strategy & Capability Transformation.

UX & Service Design Director · [RMIT Online](#) · 2018–2019

- Led student experience transformation and course delivery overhaul; finalist, Victorian Premier's Design Awards (Service Design).

[Full work history available on LinkedIn and more information can be found on cathills.com](#)

EDUCATION

Master of Business (Business Information Systems)
RMIT University, 2020 · Thesis: e-commerce, UX, HCD

Bachelor of Fine Art (Drawing)
University of Melbourne & VCA, 1999 · Melbourne Abroad Scholarship · Exchange: Glasgow School of Art

Advanced Diploma of Art (Electronic Design & Interactive Media)
RMIT University, 2001

Mindfulness & Meditation Teacher Certification
Sounds True & UC Berkeley Greater Good Science Center, 2025

RECOGNITION & COMMUNITY

Awards

- Google Anita Borg Scholarship - Finalist
- Victorian Premier's Design Awards - Finalist (Service Design)
- Forrester Wave - Hands-On Learning, highest score (2025)
- RMIT Peer Teaching Award (2020)
- Publicis Sapient Best Work ANZ (2020)

Speaking (selected)

- UX Copenhagen 2023 - Opening Keynote
- Re:Ops 2024 - Research Operating Model
- UX Australia 2020 - Keynote
- CX Summit 2020 - Keynote
- Randstad Design Week 2023 - AI & Design sessions

Publications (selected)

- Think Big, Start Small - Cag Gemini Invent (contributor)
- Activating Urban Waterfronts - Routledge (co-author)
- IEEE Software - Author
- ThisisHCD / Medium - multiple articles
- Community
- Design Leadership Forum - Member (2021–current)
- ThisisHCD - Chapter team (2019–2023)
- Tech Leading Ladies - Organiser (2018)
- Girl Geek Academy - Mentor