Catherine Hills

Leader. Practitioner. Thought partner.
Across design, research & strategy.

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LinkedIn · 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 being hands on to deliver.

🏆 NOTABLE ACHIEVEMENTS

- Co-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.
- Directed the delivery of hands-on learning products recognised in the 2025 Forrester Wave for 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 a Senior Individual Contributor (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

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 & executive advisory

How to engage

- 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
- CX, service design & blueprinting
- Customer & employee journey mapping
- UX/UI, design systems prototyping & IA
- Mixed-methods research, qualitative & quantitative data analysis, synthesis & sense making
- Participatory & co-design methods
- Capability maturity frameworks
- Operating model & organisational design
- Policy evaluation & reform design
- Creativity & innovation
- Presenting & storytelling

Leadership & Transformation

- Executive & Director-level team leadership
- PDLC transformation & ways of working
- Cross-functional & cross-geo delivery
- Change leadership & stakeholder alignment
- Centre of Excellence establishment
- Mentoring & emerging leader development
- DEIA and ERG Leadership

Product & Technology

- Product strategy, OKRs & roadmapping, opportunity trees, prioritisation frameworks
- 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 · UserTesting Optimal · Maven · Amplitude · Jira · Confluence Notion · Generative AI eg. Claude, CoPilot, Loveable, UX Pilot, Figma Make · Adobe · Webflow Airttable · HTML & CSS · R & Python · & more 🙌

🧑‍💼 WORK HISTORY

Full work history available on LinkedIn and more information can be found on cathhills.com

Strategic Design Leader, Public Sector & Education · Capgemini Invent & Frog · 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 (acq. by Vista Partners, $2B AUD) · 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

- Led a team of 4 CX & service designers; 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. by Shutterstock, $372M AUD) · 2021

- Led design capability across Envato Market, Elements, Milkshake, and Tuts - 12 team members, three direct reports.
- Established ops foundations, grading system & including upgrade of Head of Design role to Director.

Senior Manager Experience Strategy & Acting Director ANZ · Publicis Sapient · 2020–2021

- Led team of leaders inc. Senior Managers, Managers, Leads and ICs - rebuilt capability operations after hiring freeze during pandemic
- $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.

HCD Lead Advanced Analytics Enablement · NAB · 2019–2020

- Led HCD activities to inform global workforce strategy, analytics roadmap & L&D initiatives

UX & Service Design Director · RMIT Online · 2018–2019

- Led student experience transformation and course delivery overhaul; directed and delivered RMIT Online student experience vision; finalist, Victorian Premier's Design Awards (Service Design)

👩‍🏫 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   Speaking (Selected)

- 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)

- Re:Ops 2023, 2024 - 2 x Speaker
- UX Copenhagen 2023 - Opening Keynote
- Randstad Design Week 2023 - AI & Design sessions
- UX Australia - 3 x Speaker
- CX Summit 2020 - Keynote

Publications (selected)

- Think Big, Start Small - Capgemini Invent (contributor)
- Activating Urban Waterfronts - Routledge (co-author)
- IEEE Software - Author
- ThisisHCD / Medium - multiple articles

Community (Selected)

- Catalyst - Member (2024–current)
- Design Leadership Forum - Member (2021–current)
- ThisisHCD - Chapter team (2019–2023)
- Tech Leading Ladies - Organiser (2018)
- Girl Geek Academy - Mentor