

Luna Andreux

Design Director · Product Design & UX Strategy · Human-Centred Design Leader

I'm Luna (she/her), a Design Director with 10+ years leading product design across consulting, SaaS, and service industries. Experienced in end-to-end MVP creation, client brand strategy, workshop facilitation, and building design practices from the ground up. Passionate about bringing human-centred thinking, design systems, and co-design into organisations that are ready to grow.

Based in Melbourne, AU

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Portfolio: lunaluns.com

EXPERIENCE

Design Director Emanda Ventures · Melbourne, AU

AUG 2024 - PRESENT

- Lead end-to-end product design for the Emanda App, from discovery and co-design through to high-fidelity prototype and developer handoff
- Direct brand reinvention, design strategy, and productisation of services for multiple consulting clients, applying proprietary design frameworks to accelerate delivery
- Design and facilitated stakeholder and user workshops, ideation sessions, and rapid prototyping sprints to align teams and validate ideas quickly
- Produce wireframes and interaction concepts for client-proposed app ideas, enabling informed investment and go/no-go decisions
- Own the full design scope of multiple MVPs: from visual identity and UX through to developer collaboration and QA
- *Notable clients: ESG.TECH (platform design, end-to-end MVP), StayAligned for Mirrored Horizons (brand identity, naming, and product design from zero)*

Senior Design Consultant to Design Team Lead Servian · Melbourne, AU

OCT 2019 - JUL 2024

(Progressed from Associate to Senior over 5 years)

- Built and led Servian's Melbourne design practice from a team of one to a cross-regional team of ten designers across Melbourne and Brisbane, running performance reviews, individual growth plans, and a career framework built specifically for design practitioners
- Created and owned all design practice documentation, Confluence architecture, and onboarding processes across three Australian regions
- Founded and led Servian's Diversity, Belonging and Inclusion Guild, the first of its kind in the company
- Delivered product design across complex industries including data

FACILITATIONS & SPEAKING

Mental Health Journaling Workshop - RUOK / Servian + Isobar

Design Thinking 2-Day Bootcamp

Dashboard Design Workshop at Girls in Tech

"Consulting with Executive Dysfunction" Speech at Toastmasters Contest, 1st place club / 2nd place area level

Servian + Contino November 2022 Panelist

Ladies that UX International Women's Day Talk - 'Best friends make the Best Co-Leads' Presented with Jessica Ogenche

DESIGN PRACTICE

Human-centred design · Service design · Design thinking · Co-design · Workshop facilitation · Rapid prototyping · Design systems · Conversation design

analytics, transport, insurance, financial services, and government

- Notable projects: ubank ChatBot Conversation Design; Bluescope Dashboards and Pricing Service Blueprints; DHHS Dashboard; Dept. of Transport RTDMS; Prudential Change Management

Senior UI/UX Designer and Project Manager Collab Agency · Melbourne, AU

NOV 2015 - FEB 2018

Introduced UX practice to the agency; led design for RPR Hair Care, AGLC Lau Review platform, and Bethel Funerals.

Early career

Visual Designer and Project Manager at Lightmedia, Melbourne (2015–2018)

· Visual Designer and Illustrator at Activica, Buenos Aires (2011–2014)

EDUCATION

Graphic Design Advanced Diploma · DaVinci School of Art and Digital Design, Buenos Aires (2006–2008)

CERTIFICATIONS

Perception and Memory in HCI and UX, IxDF (2024), distinction: best in class

Agile Methods for UX Design, IxDF (2024)

Journey Mapping, IxDF (2023)

Introduction to UX Design for Accessibility and WCAG 2.0, Udemy (2020)

COMMUNITY & MENTORING

Design Mentor at ADPList (Feb 2023 onwards)

- ADPList 100, World's Most Influential Mentors in Design (2024)
- ADPList Top 1% Mentor globally (2025)
- ADPList Top 50 Mentor, multiple quarters (2024 to 2026)

Design Mentor at IxDA (Feb 2021 - Feb 2022)

Member at Toastmasters (Oct 2019 - Jul 2024)

RESEARCH & STRATEGY

Stakeholder alignment ·
Discovery · User research ·
Jobs-to-be-done · Service
blueprints · Change
management

TOOLS

Figma · Figma Make · Adobe
Creative Cloud (Illustrator,
Photoshop, InDesign,
AfterEffects) · Sketch · Miro ·
Mural · Webflow · Confluence ·
Notion · Google Environment
(Slides, Sheets, Docs) · Microsoft
Environment (Word, Excel,
Powerpoint, Sharepoint)
Adaptable to new tools and
stacks as needed

AI TOOLS

Claude · ChatGPT · Figma
Make · Miro AI · Comfortable
combining AI tools to get
stronger outputs than any
single tool provides