

Luna Andreux

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

I'm Luna (she/her), a Design Leader 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.

lunaluns

Based in Melbourne, AU

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Portfolio: lunaluns.com (Password available upon request)

EXPERIENCE

Independent Design Consultant

Independent · Melbourne, AU

MAY 2026 - PRESENT

- Providing end-to-end product design, UX strategy, and workshop facilitation to independent clients, including client-facing alignment sessions, co-design workshops, and service blueprinting
- Design and deliver workshops both fully prepared and impromptu, including live wireframing and digital whiteboard sessions to reach real-time alignment when requirements or timing shift

Design Director

Emanda Ventures · Melbourne, AU

AUG 2024 - MAY 2026

- Lead end-to-end product design for the Emanda App, from discovery and co-design through to high-fidelity prototype and developer handoff
- Directed brand reinvention, design strategy, and productisation of services for multiple consulting clients, applying proprietary design frameworks to accelerate delivery
- Designed and facilitated stakeholder and user workshops, ideation sessions, and rapid prototyping sprints to align teams and validate ideas quickly
- Produced wireframes and interaction concepts for client-proposed app ideas, enabling informed investment and go/no-go decisions
- Owned the full design scope of multiple MVPs: from visual identity and UX through to developer collaboration and QA
- **Impact:** Built, shipped and evolved 8 products. Facilitated productisation of services for 3 companies.
- **Notable clients:** ESG.TECH (platform design, end-to-end MVP), StayAligned for Mirrored Horizons (brand identity, naming, and product design from zero)

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 Movember
2022 Panelist

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

SKILLS

DESIGN PRACTICE

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

Senior Design Consultant to Design Team Lead

Servian / Cognizant · Melbourne, AU

OCT 2019 - JUL 2024

- Progressed from Associate to Senior over 5 years, joining as the first designer in Melbourne and building the practice to a cross-regional team of ten across Melbourne, Brisbane and Sydney
- Created and owned the design career framework for the practice, running performance reviews, individual growth plans, onboarding processes and supporting designers through their progression from junior through to senior level
- 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 analytics, transport, insurance, financial services, and government
- **Impact:** Grew team from 1 to 10 cross-regionally
- **Notable projects:** *ubank ChatBot Conversation Design; Swinburne University Student Retention Dashboard; 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 Law Review platform, and Bethel Funerals.

EDUCATION

Graphic Design Advanced Diploma · DaVinci School of Art and Digital Design, Buenos Aires (2006–2009)

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)

Conversation design

RESEARCH & STRATEGY

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

SKILLS

AI TOOLS

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

DESIGN 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

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)