

PROFILE

I am a UX specialist experienced in web and mobile applications. Skilled in:

- ▶ user research and analysis,
- ▶ prototyping and visual design,
- ▶ user testing,
- ▶ ideation and conceptual thinking,
- ▶ interaction & information design.

This broad skillset allows me to work on projects from initial research through design, and onto the delivery.

TECHNICAL SKILLS



EXPERIENCE

UX Specialist - The Warehouse Group, Auckland.

April 2019 - Current

The Warehouse Group is the largest retail group operating in New Zealand

- ▶ Design the information architecture, interface, and interaction flow of the web and mobile e-commerce experience
- ▶ Create diagrams, wireframes, detailed visual mockups and prototypes to communicate high-level design strategies and detailed interaction behaviors
- ▶ Conduct user testing - by transforming user behavior into user needs
- ▶ Collaborate with multi-disciplinary teams, maneuvering through projects and business challenges



UX Designer - Les Mills, Auckland.

Nov 2018 - Feb 2019 (Contract)

Les Mills is an international fitness company with 19,500 partners across the world

- ▶ Conduct user research and communicate its findings to stakeholders
- ▶ Design user flow and journey maps, wireframes, prototypes, and mockups.
- ▶ Collaborate with other designers to ensure consistency with other products on the platform
- ▶ Work closely with the marketing departments, PM, BA from conception to early implementation: establishing timelines and consensus from all parties around product flow, and technology limitations



UX Designer - CarLab, Auckland.

Jun - August 2018 (Contract)

CarLab is a mechanical workshop offering a wide range of auto services

- ▶ Understand target users deeply: develop and work from user-profiles and conduct task analysis, create user scenarios and use stories
- ▶ Conduct user testing, rapid prototyping, wireframing, and identify opportunities for incremental improvement
- ▶ Building features within the product to satisfy business and customer goals
- ▶ Working with developers to transfer design ideas into pixel perfect products



All Space - UX Designer

Dec 2017 -May 2018 (Contract)

All Space is an online marketplace for peer to peer storage space rental. It empowers Kiwis to take unused space in their homes and recycle it back into the economy

- ▶ Create user flows, wireframes, prototypes, high fidelity mockups, and detailed UI and visual design specifications for web, mobile web and app interfaces
- ▶ Quickly and thoroughly create diagrams and visual design to communicate high-level design strategies and detailed interaction behaviors
- ▶ Implement a variety of UX tactics including card sorting, personas, interviews
- ▶ Design layouts, interactions and transitions around the platform limitations for all mobile screen sizes and device orientations

References and further job history available upon request

EDUCATION

Diploma in Computer Software Development / Level 7	Diploma in Graphic Design / Level 4
EDENZ Colleges, Auckland / 2017	NZSE, Auckland / 2018

CONTACTS