

UX and Product Design



Professional Profile

Seasoned Senior User Experience Designer with over 10 years of experience in creating impactful and user-centric digital products. Adept at bridging the gap between user needs and business goals, I bring a holistic approach to UX design, combining deep user research, innovative interaction design, and meticulous visual design. Proven track record of leading cross-functional teams to deliver seamless, engaging, and accessible user experiences across web and mobile platforms.

My expertise spans the entire design lifecycle, from initial user research and wireframing to high-fidelity prototyping and usability testing. I excel at turning complex problems into intuitive and elegant solutions, ensuring that every design decision is backed by data and user insights. Proficient in industry-standard design tools such as Figma, Sketch, and Adobe XD, with a solid understanding of front-end development principles to facilitate effective collaboration with developers.

A natural leader and mentor, I thrive in dynamic, fast-paced environments, fostering a culture of innovation and continuous improvement. My strategic mindset and ability to translate user feedback into actionable design improvements have consistently resulted in increased user satisfaction and engagement. Committed to accessibility and inclusive design, I advocate for creating products that are not only visually appealing but also equitable and usable for all users.

I am passionate about leveraging my skills to drive meaningful improvements in user experiences and contribute to the success of forward-thinking organizations.



Skills

User Research

- Conducting qualitative and quantitative research
- User interviews and surveys
- Persona creation
- Usability testing

Interaction Design

- Wireframing
- Prototyping (low-fidelity and high-fidelity)
- Information architecture
- User flows and journey mapping

Visual Design

- UI design principles
- Typography, color theory, and iconography
- Creating design systems and style guides
- Proficiency in design tools (Figma, Adobe XD, Sketch)

Usability Testing and Analysis

- Conducting usability tests
- Analyzing test results and identifying usability issues
- Iterative design improvements based on feedback



Soft Skills

Communication

- Effective verbal and written communication
- Presenting designs and articulating design decisions

Problem Solving

- Analytical thinking
- Creative problem-solving approaches
- Adaptability in addressing design challenges

Team Leadership

- Leading and mentoring junior designers
- Providing constructive feedback
- Fostering a collaborative design culture

Collaboration

- Working with cross-functional teams (developers, product managers, stakeholders)
- Facilitating workshops and design sprints

Project Management

- Agile and Scrum methodologies
- Time management and prioritization
- Managing multiple projects simultaneously

Strategic Thinking

- Aligning design goals with business objectives
- Roadmapping and planning design strategies



Tools

Prototyping

Figma
Sketch
XD

Visual Design

Photoshop
Illustrator

Agile

Jira
Confluence

Front End Dev

React.JS
HTML
CSS

Motion Design

Premiere
After Effects



Experience

2022 - 2024

Commercial - ANZ

Senior UX Designer

Worked on Commercial Lending Platform where achieved the following:

- Developed and implemented a design system that streamlined the design process and ensured consistency across multiple products
- Transformed overarching, abstract concepts into practical and valuable assets
- Created user flows and experiences that streamline and simplify intricate processes into user-friendly interfaces
- Created fresh experiences or designs that advance and establish visual systems
- Played a role in strategic discussions regarding the future trajectory of CLP and other Commercial products
- Provided and sought feedback from designers and a wider product team to consistently enhance quality
- Led a collaboration with product managers, engineers, researchers, and content strategists to manage the user experience of a product from concept to launch
- Presented projects to a wider product team and senior leadership, effectively communicating the objectives and ideas in a clear and concise manner
- Mentored designers on advanced Figma techniques, such as component libraries, design systems, and prototyping for efficient design collaboration

2017 - 2022

Operational Excellence - ANZ

UX Lead

- Successfully managed and mentored a team of 14 designers, fostering growth and driving collective success
- Championed the adoption of accessibility best practices, ensuring compliance with WCAG guidelines and enhancing usability for users with disabilities
- Conducted user research to gain insights into customer behaviors, needs, and preferences
- Created wireframes, prototypes, and user flows to effectively communicate design ideas
- Collaborated with stakeholders to define product requirements and objectives
- Assisted agile teams in progressing features from discovery to delivery iterations
- Identified design practice opportunities and consolidated customer data sources (such as analytics) to brainstorm ideas and ensure technically feasible design solutions
- Conceptualised, planned, and spearheaded the development of sophisticated and impactful digital products
- Received recognition for outstanding design work by ANZ, showcasing a commitment to excellence in UX design.

2012 - 2017

World Class Delivery Model - ANZ

Senior Solution Developer, UX Designer

- Directed, supervised, and cultivated high-complexity, high-profile projects for ANZ Australian Operations
- Established and oversaw UX guidelines for the team, guaranteeing top-notch UX/UI results across all projects

2009 - 2012

Business Enablement - ANZ

Solution Developer

- Created and implemented applications to automate human interactions with banking systems
- Provided consultancy to the business on process re-engineering and software development to facilitate the necessary change

2008 - 2009

SBO - ANZ (Australia)

System Support

I provided support and spearheaded the development of technology solutions tailored to enhance the operations of small businesses. This involved creating and implementing innovative tools and systems to streamline processes, boost efficiency, and drive growth within the small business sector.

My role encompassed collaborating with stakeholders to identify specific needs, designing solutions to address those requirements, and overseeing the successful deployment and integration of the technology into daily operations.

pre 2008

available on request



Education

- 2017 ● Certificate Prototyping
ANZ
- 2017 ● Certificate Human Centric Design
ANZ
- 2011 ● Diploma Project Management
College of Adult Learning, Australia
- 2002 ● Master of Theatre and Film Directing
Victoria University, New Zealand
- 2000 ● Bachelor of Theatre and Film Directing
Omsk State University, Russia