

Experience

Senior Product Designer

StarRez - Melbourne, Australia (June 2023 - Present)

Lead UX Designer (7 months)

Advanced Health Intelligence, Melbourne - Australia (December 2022 - June 2023)
Previously wellteq

Lead UX Designer (1.8 year)

wellteq, Melbourne - Australia (May 2021 - December 2022)
Acquired by Advanced Health Intelligence

- Led the entire re-design, and continuous discovery of the wellteq mobile app
- Hired and managed 2 designers, managed 2 front-end developers
- Led the creation and adoption of the wellteq design system for both the app and the web
- Set priorities in quarterly planning, and developed roadmaps in partnership with other disciplines
- Managed the research and design operations; managed the budget for research, established workflow between design and engineering, ran design and research activities
- Forecasted design value and effort and measure the impact on the business metrics.

Senior UX Designer (6 months contract)

RACV, Melbourne - Australia (November 2020 - May 2021)

Senior UX Designer (Mobile App) / Acting UX Practice Lead (1.5 year)

Target, Williams Landing - Australia (September 2018 - January 2020)

- Led the entire app redesign of the Target mobile app; in 12 months we doubled our revenue, our customer base, we were nominated as one of the best native retail app in Australia by Power Retail, and went from 3.1 stars to 4.6 stars on the App Store.
- Hired, mentored, and coached 3 designers
- Workshopped our team values, and ran activities for the team to live these values
- Socialised new ways of working with multiple delivery streams
- Led cross-functional team discovery work (app and web)
- Deployed a framework and template to organise user research across multiple streams.

Senior UX Designer (1.5 year)

Thomson Reuters, Melbourne - Australia (March 2017 - September 2018)

- Created and led the UX practice for Cleardocs and Onvio (design and research)
- Designed and communicated the UX vision
- Collaborated with a local and international development team
- Worked closely with product managers and the local business
- Collaborated with UX designers in 4 different countries.

Lead Experience Designer (10 months), Senior (1.7 year)

Symplicit, Melbourne - Australia (2014-2016)

- Managed 3 designers across multiple projects
- Taught at the Symplicit Academy to up skill other designers
- Accountable for the profit and loss of projects I led
- Collected and analysed user behaviour through lab studies and contextual inquiries
- Advocated research findings to diverse audiences through written reports and oral presentations
- Facilitated workshop with clients broader team and executives
- Managed projects and client communication
- Scoped and pitched new work for Symplicit.

Interaction Designer (2.5 years)

Whispir, Melbourne - Australia (2011-2013)

- Developed wire-framing and rapid prototyping of users interfaces
- Worked with product architects and designers to solution innovative designs
- Worked alongside business analysts and software engineers to develop software interfaces
- Created the front end framework for the Whispir core product platform
- Learned to push resistance and challenges to reach a goal.

Front End Developer (2.5 years)

VO2 GROUP - Paris, France (2009-2011)

Previously LWM

Community

Between 2014 and 2016, I did a lot of teaching at General Assembly and Tractor. I taught how to run a design studio with different stakeholders, create wireframes, build smart prototype, and how to run a usability testing.

Education

Bachelor in Computer Graphic Design, Belgium (2005-2008).

Scrum Product Owner certification
(Trained by Jeff Patton)

Second Wave Dive Strategic Business
Thinking for Designers
(Trained by Ryan Rumsey)