

John Havel

Creating purpose driven experiences



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I practice a human-centred led approach to design that creates a focused pathway to developing feasible solutions allowing stakeholders to make informed choices which deliver better user experiences and business outcomes.

EXPERIENCE

User Experience Designer

Westpac (CCD Team), September 2018 – present, Sydney AU

- Scope, prepare and conduct design research including post synthesise of findings, walkthroughs of insights with stakeholders to inform decision making
- Investigation, critical thinking and co-design via whiteboard sessions, sketches, UX flows, wireframes and prototypes to ideate user-focused designs
- Collaboration with cross functional teams including Analysts, Architects and Product Owners to incrementally deliver tactical and strategic design solutions

User Experience Designer & Researcher

Folk (Experience design consultancy), August 2017 – August 2018, Sydney AU

- Led and performed a wide variety of UX research and activities that delivered relevant, actionable insights informing design choices and decision making
- Collaborated on-site with multi-disciplinary product delivery teams that produced various digital services – alpha to production release

UX Designer UXDII

Boomworks (Digital agency), June 2015 – May 2017, Sydney AU

- Led all aspects of usability testing which included participant recruitment, scripting, facilitation of sessions, scribing, synthesis of findings and reporting
- Collaborated with the UX lead, engineers and User Interface (UI) designers on a range of activities that included ideation, sketching, wireframes, prototypes
- Worked on-site directly with client delivery teams and their agile frameworks

UX Designer

GoFar (Tech start-up), February – June 2015, Sydney AU

- Led UX activities with all stakeholders informed by UX design principles that delivered feasible, strategically-driven, user-centred solutions which included competitive analysis, research, wireframes, prototypes and usability testing
- Facilitated usability testing on both an iOS and desktop web application

Senior Visual Designer

CMC (Cross Media Communications), July 2006 – October 2014, Sydney AU

- Individually created end-to-end solutions across multiple media platforms and touchpoints which included financial reports, web, user interfaces and video

Freelance Visual Designer

Articulate, October 2004 – May 2006, Singapore and USA

- Contracted with brand agencies to deliver strategically led visual designs

Design Director

The Brand Union, September 2002 – October 2004, Singapore

- Performed brand audits, competitive analysis and delivered summary reports
- Designed strategically led brand systems and delivered annotated style guides

Associate Creative Director

Mason Zimble, February 2001 – March 2002, Bristol UK

- Directed a creative team which included focus groups and various research

Art Director

Fisher (formerly CFD), December 1994 – December 2000, Phoenix AZ, USA

- Developed award winning creative while managing large corporate accounts
- Delivered branded solutions including supervision of key production phases

UX SKILLS

Competitive analysis
Contextual inquiry
Journey mapping
Data analysis
Information Architecture (IA)
Interaction design
Persona development
Prototyping (digital and paper)
Project and stakeholder management
Surveying
Synthesis of test findings & reporting
Usability test facilitation & scribing
UI and visual design
Wireframing

SOFTWARE/TOOLS

Adobe Creative Cloud (CC)
Prototyping
Axure
InVision
Marvel
Sketch
VR game engines (basic knowledge)
Unity
Unreal

EDUCATION

Virtual Reality (VR) Design

Academy Xi, Sydney AU

10 weeks of expert-led VR instruction e.g. VR native design, UI, storytelling, plus individual and team projects that utilised the latest VR hardware and developer software

User Experience Design Immersive General Assembly, Sydney AU

400+ hours, 10 weeks, five projects – Executed user experience processes instructed by UX professionals

Bachelor of Fine Arts and Design

Kansas State University, USA

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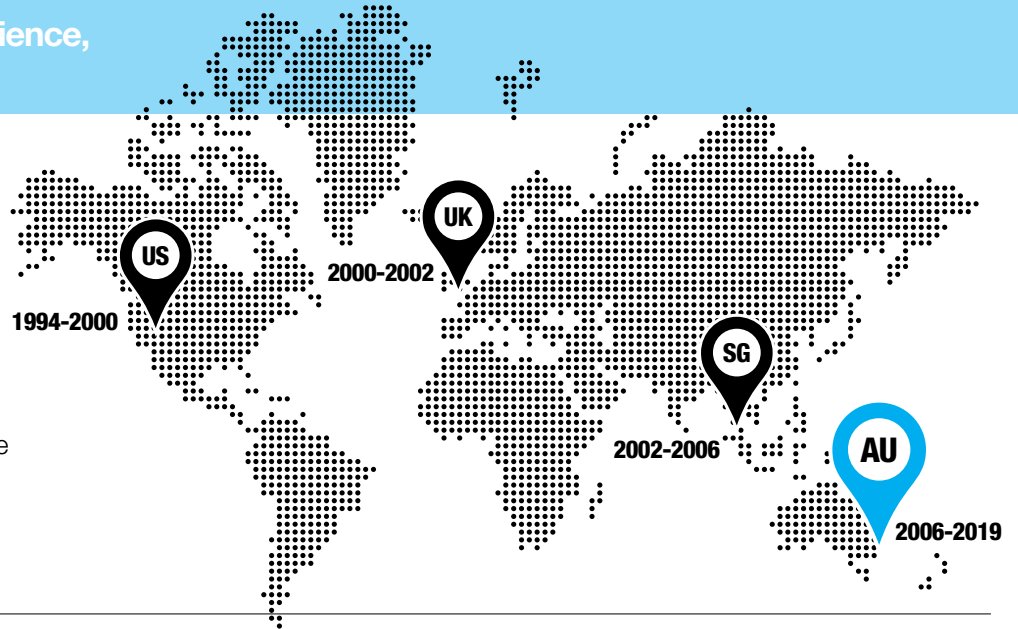
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A diverse range of experience, clients and industries

I have worked around the world for a wide range of clients and industries including automotive, finance, government, medical, sport and travel.

My design approach emphasises understanding and context – aspirations, culture, traditions, processes, social and economic climate which all shape comprehension and behaviours. These among other factors are vital for creating better user experiences and outcomes.



'I HAD THE PROFESSIONAL PLEASURE OF WORKING WITH JOHN ON A UNIQUE PROJECT WHICH COMBINED HIS SKILLS IN USER RESEARCH, EXPERIENCE DESIGN AND A RANGE OF TECHNICAL USER-TESTING APPROACHES, ALL OF WHICH ADDED UP TO A GREAT PRODUCT DESIGN EXPERIENCE. JOHN'S APPROACH AND EXPERIENCE WERE INVALUABLE AND I'D HAVE NO HESITATION IN RECOMMENDING OR WORKING WITH HIM AGAIN'.

Dan Pulham, Director - Experience Centre, PwC Australia

'I LEARNED A LOT FROM JOHN'S APPROACH AND KNOWLEDGE AROUND TESTING AND CO-DESIGN. HIS INPUT UNDOUBTEDLY HELPED MAKE WHAT WE DELIVERED SET NEW STANDARDS IN HOW DIGITAL IS DELIVERED'.

Debra Taylor, National Content & Comms Director, Deloitte Digital



Hackathon achievements

NASA Space Apps Challenge

Global Finalist, May 2016

Top 25 of over 1,200 submissions

Sydney winner, May 2016

Project submission: SPACETREK – Web VR educational experience

GovHack Sydney

Best Team Spirit, July 2015

Project submission: Switch to Solar

20+ international awards and design achievements

Organisation	Total
Addy Awards	3
AIGA (American Institute of Graphic Arts)	6
Black Book AR 100	1
Communication Arts	2
Graphis	2
New York Art Directors	1
Potlatch AR Show	2
Print Magazine	6

Memberships and meetups

Actively participating in Sydney:

- 360 Video / VR / AR Marketing**
- Augmented & Virtual Reality Sydney**
- CXer's**
- Gamestorming** – Meetup coordinator
- Interaction Design Association (IxDA)**
- OpenIDEO**
- Sydney Design Thinking**
- Virtual + Augmented Reality Sydney**

References upon request