



Summary

- **9+ years of user research experience including state and federal government agencies**
- **Lead, plan and conduct end-to-end research e.g. foundational, evaluative studies**
- **Well versed in Digital Service Standard (DSS) and other frameworks, digital strategies**
- **Highly experienced conducting accessibility testing with visually impaired participants**
- **Adaptive, versatile skill set and highly capable across all phases of product delivery**
- **Close collaboration with cross-functional teams e.g. design, research, engineering**
- **Deep management skills appropriately involving and engaging with decision makers**

I independently manage all aspects of research and significantly contribute to creating impactful digital and customer experiences. My background includes work with various organisations across the private and public sectors, including state and federal government agencies such as the Department of Health. My extensive experience in leading inclusive user research, managing and building partnerships across stakeholders, policy, operational and technical teams, along with utilising the Digital Service Standard (DSS), combined with my adaptive, collaborative approach, makes me well-capable for a variety of research needs.

These skill sets and collaborative abilities were essential as an embedded User Experience Researcher at the Department of Health as part of the Medicare Payments Services Program and multidisciplinary teams (MDT) comprised of content, visual, interaction, and service designers, developers, product owners, communication teams, and other subject matter experts. We collectively delivered a greatly improved customer experience and content-led website. I designed and conducted a comprehensive program of inclusive research using a diverse range of quantitative and qualitative methods while engaging with a broad representation of users across Australia, including vulnerable audiences and visually impaired participants.

Exemplar

- **Planned, led and conducted a comprehensive research program for a content-led digital solution** whereby performing 11 rounds of generative and evaluative studies via moderated and unmoderated methods that were aligned to strategic objectives and key requirements for the Department of Health.
- **Analysis and synthesis uncovered over 350 actionable insights and recommendations** throughout the product lifecycle ie. one year that informed countless product decisions which delivered impressive improvements:
 - findability increased by 38%;
 - comprehension by 67%;
 - plus an increased SUS score of 22.5 and +60 NPS.
- **Led all aspects of inclusive research** with visually impaired participants by coordinating and conducting research that informed accessible requirements and engineering advancements allowing a Department of Health digital product to easily receive accessibility certification by exceeding WCAG AA Accessibility Standards when professionally assessed of which was required to pass the stringent government DDS process allowing 'GO LIVE' status for the Beta website.

Professional Experience

Westpac

2018 – 2023

Senior User Experience Designer

Research & design activities involving the enablement of one consistent digital & assisted customer experience across multiple brands that empowered staff ie. bankers to assist over 34K customers into their new homes after the first year launched

- Led, coordinated and facilitated research to inform gaps in knowledge, test assumptions, evaluate concepts, interaction patterns, user flows across a number of projects and subject areas delivering insights, actionable recommendations and measurable outcomes aligned to strategic objectives
- Advocate a customer-centric approach and user-centered design principles while collaborating with cross-functional team & product owners via agile processes to govern design quality along with timely delivery of enhancements and product features
- Utilise various UX methodologies to problem solve end-to-end journeys that deliver simplicity amongst a complex ecosystem of legacy systems, business processes and other constraints
- Coach & mentor design team to deepen research capabilities along with raising awareness and maturity of the broader delivery team's understanding and importance of research
- Partner with program leads to recommend and implement improved Ways of Working (WoW), Research Ops ie. operations and Centre of Excellence (CoE)

Department of Health

2017 – 2018

User Experience Researcher

Embedded research role collaborating with a cross-functional team in a rapid, agile environment whereby influencing day-to-day product decisions for a large scale federal government, content-led, digital solution

- Planned, designed a comprehensive program of 11 rounds including generative and evaluative research aligned to strategic objectives and key requirements
- Utilised a range of methods to understand a variety of problem areas e.g. data mining, contextual enquiry, stakeholder interviews, surveying, variant testing, call centre shadowing including comprehension & large comparative study
- Led all participant recruitment and research facilitation across a wide range of cohorts including visually impaired participants to meet WCAG accessibility compliance
- Analysed research to uncover various defined needs e.g. pain points, root cause including the delivery of over 350 actionable insights that informed decision making throughout the product lifecycle e.g. digital strategy, usability, delivery readiness
- Clearly communicated research across a multi-disciplinary team with varied needs e.g. program director, product owner, designers, engineers including non-experts
- Led and directly involved in daily rituals e.g. design jams, content reviews, workshops to continually guide and directly transfer insights that informed on-going design iteration

Boomworks (Digital agency)
UX Designer

2015 – 2017

Research & design across a variety of client assignments that delivered sizeable product outcomes such as increased Net Promoter Score (NPS) of +83

- Led all aspects of research including evaluative studies, recruitment, facilitation, scripting, synthesis, reporting along with managing continual lab enhancements
- Partnered with UX lead, engineers and User Interface (UI) designers on a range of projects and subject areas that included ideation, sketching, wireframes and prototyping
- Adapted to assignments as needed working autonomously and/or collaboratively with client delivery teams and their agile frameworks that delivered various digital solutions e.g. Proof of Concepts (POC), HTML templates, UI designs

GoFar (Tech start-up)
Product Designer

2015 – 2015

Research & design activities that informed the initial app delivery that has helped drivers become safer, more efficient while saving up to 30% on fuel cost

- Led foundational research e.g. initial discovery, behavioural along with competitive analysis and evaluative studies on both iOS and web-based application
- Close collaboration with data scientist to analyse available data sets that identified feasible capability while aligning to desirable product features
- Partnered with engineer to guide the POC interface and functional design
- Led all UX activities that delivered conceptual designs, wireframes and prototypes

Qualifications

ResearchOps, Nielsen Norman Group, USA
Operationalising user research

Virtual Reality (VR) Design, Academy Xi, Sydney AU

User Experience Design Immersive, General Assembly, Sydney AU
400+ hours, 10 weeks, five projects – user experience processes instructed by UX professionals

Bachelor of Fine Arts and Design, Kansas State University, USA