

EXPERIENCES

- Jul 2023 - today **LOTTO NZ • UX/UI Design (consultant)**
Leading UI design for MyLotto website and app, building Design System framework, support interaction design in product sprints, coaching other designers.
- Jun 2022 - Dec 2022 **ORBICA • UX Design Lead (consultant)**
Leading product design for Orbica Platform: Interaction & UI Design, facilitating user research, user testing, co-design workshops, creating Design System, implementing UX processes, and contributing to Product Strategy for a geospatial technology start-up remotely.
- Jun 2019 - Dec 2021 **WATERCARE • UX Design Lead (consultant & full-time)**
Leading product design for Watercare Digital (Operations), setting up internal Design System, designing Information Architecture, facilitating user research, user testing, co-design workshops, building UX culture within an Enterprise Agile framework and contributing to Product Strategy.
- Nov 2015 - May 2019 **PUSHPAY • UX Design Lead (Community Apps)**
Team lead & coaching, user research & testing, UI & interaction design, wireframing, prototyping, design system, field study and co-design workshop.
- 2013 - 2015 **DIGITAL ARTS NETWORK • Associate Design Director / Experience Designer**
UX/UI design, team lead & coaching, art direction, interaction design, design system
ANZ, AAI, Tourism NZ, Auckland Airport, TVNZ and OneNews
- 2011 - 2013 **TBWATEQUILA • Senior Digital Designer**
Digital marketing and interaction design
2degrees, ANZ, Paymark, NZ Funds and Mainland
- 2008 - 2011 **DATAKOM INTERACTIVE • Digital Art Director / Interactive Designer**
UI & interaction design, product design, intranet design and Information Architecture
Auckland Airport, NZAA, Southern Cross, Sovereign, Auckland Transport, NSCC, Watercare Services and Fisher & Paykel Finance.
- 2005 - 2007 **OGILVY INTERACTIVE • Digital Art Director / Interactive Designer**
Art direction, brand strategy, website design, Flash games, digital marketing.
American Express, Auckland Zoo, Bendon, BP, Gillette Nitro, Holden, House of Travel, Kiwibank, Macquarie Bank, Purina Friskies, Rebel Sports, Sanitarium and SKY TV.
- 2002 - 2005 **SILICON DREAM & ADMISSION • Creative Director / Web & Brand Designer**
Web design, front-end dev, project management, interactive CD-ROMs, identity design.
Buteline, Computer Lounge, ECC Lighting, Fundraise Online, Hollyford Track, Panasonic, Starship Hospital, Tourism Holdings Ltd. and Walker Architects.
- 2000 - 2002 **MISC COMPANIES • Freelance graphic, brand & digital designer**

QUALIFICATIONS

- 2001 - 2002 **BACHELOR OF GRAPHIC DESIGN**
Auckland University of Technology (AUT), New Zealand
- 1998 - 2000 **DIPLOMA OF GRAPHIC DESIGN & MULTIMEDIA**
Limkokwing Institute of Creative Technology (LICT), Malaysia
- 1996 - 1997 **CERTIFICATE DIPLOMA OF GRAPHIC DESIGN**
Swinburne University of Technology (School of Design), Australia

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*(pls request a catchup to go
through case studies)*

SKILLS

- Product design (mobile and web)
- Interaction design
- Ideation
- Prototyping
- Co-design workshop
- User research & user testing
- Animation, illustration & storyboarding
- Design team lead & coaching
- Information Architecture
- Client presentation
- Familiar with Scrum & Kanban frameworks

SOFTWARE

- Figma, Figjam & Sketch
- Adobe CC
- UXPin, Flinto, Axure, Marvel
- Miro, Murally, Whimsical
- Validately, Lookback
- Google Docs, Slides, Sheets
- Confluence, JIRA, Slack, Teams
- Survey Monkey, Typeform, SurveyGizmo
- Mail Chimp

INTERESTS

I love Japanese graphic design, Scandinavian minimalism, illustration, landscape photography and movies. Outside works I'm curious about NZ native birds, exploring dams and hiking trails. My other interests include Taiji, history, spirituality and technology.

AWARDS

Best Awards - Effect Design 2013, Silver

NZ Funds myWealth app

Best Awards - Interactive Marketing 2013, finalist

ANZ Bank Your Way website

2010 ALGIM Excellence in Innovation Award

NSCC Online Building Consent

2009 Sitecore Awards - Best International Travel Site of the Year

Auckland Airport website relaunch

2008 DMA International ECHO - Customer Acquisition, Bronze

Nescafe Cafe Menu Cupspace

2007 DMA International ECHO, Bronze

2006 RSVP CRAFT - Customer Acquisition, Silver

2006 RSVP CRAFT - Best Use of Integration, Silver

Purina Friskies GUTS Campaign

2005 Computerworld Excellence Awards, Use of IT in an NPO

FundraiseOnline.co.nz

2005 Top Tourism Site Award

DartRiverSafaris.co.nz

REFERENCES

Daryl Shing, Solution Architect & Innovation Lead

Consultant | Request contact details

Emma Simm, H&S Project Lead

Watercare Services | Request contact details

Alex Henderson, VP of Engineering

First AML | Request contact details