

Senior Product Designer
Digital Product Designer*Jan 2022 – Present**Aug 2017 – Dec 2021***Cahoot Learning**

- Lead Creative Designer (UX/UI) of the Cahoot Learning Education Platform.
- Sole designer of the re-imagined Cahoot Platform (released 2019).
- Creative director of the Cahoot brand and all visual design including the creation and maintenance of the Cahoot Learning Design System.
- Ideation of new platform features, wireframing, prototyping and implementation with developers.
- Designed a white-label online registration system for webinar clients to market their webinars and take registrations.
- Mentor/consultant/trainer for the Learning Design and Webinar teams.
- Design, development and maintenance of various branded websites including www.cahootlearning.com.

Graphic and Digital Designer*May 2016 – Jun 2017***Vicinity Centres**

- Creative direction plus design services and support of 85+ Vicinity owned/managed shopping centres across Australia including Chadstone, Emporium Melbourne etc.
- Marketing campaigns, visual concept ideation and digital content creation.

Freelance Graphic Designer*May 2015 – Dec 2015***Smith & Nephew ANZ**

Pharmaceutical product packaging, POS material, sales presentations, interactive displays and event branding/concept development.

Lead Designer*Mar 2011 – Feb 2015***Royal Australian College of General Practitioners**

Concept development and creative direction for numerous general practitioner related events, workshops and conferences Australia-wide.

Project Officer - Design*Oct 2009 – Jan 2011***Victorian Government Department of Planning and Community Development**

Design/layout of maps and publications for the Delivering Melbourne's Newest Sustainable Communities project, a secure planning initiative.

Designer*Sep 2009 – Sep 2010***Actual Size**

Concept generation, brand identity development and design for clients including the Melbourne Comedy Festival, City of Melbourne, Arts Victoria, Department of Sustainability and Environment and City of Moonee Valley.

Graphic Designer*Oct 2007 – Sep 2008***Fuji Xerox***Melbourne & Beijing*

- Design and account management for over 30 global BHP corporate departments and mining sites. Responsible for client consultations, print procurement, pre-press, delivery and billing.
- On site design consultant for the \$100 million BHP 2008 Beijing Olympic Sponsorship programs based in Melbourne and China.

Graphic Designer

Aug 2006 – Sep 2007

STA Travel

Concept generation and design of campaign posters, flyers, t-shirts, postcards, window decals, stickers, logos and point of sale material in all STA Travel Australia/NZ 100+ retail branches.

Graphic Designer

Jan 2004 – Jun 2006

Intrepid Travel

Responsible for layout and co-ordination of Intrepid’s entire travel brochure range from 8-page newspaper inserts to 180-page global catalogues.

Programmer Analyst

Sep 1999 – Jan 2004

Qantas

Assisted in the maintenance of the Qantas Frequent Flyer database and its applications coding in Fortran.

Fully Inclusive Tour (FIT) Agent

Dec 1996 – Jun 1998

Qantas Vacations Los Angeles

User Experience Design

2016

General Assembly

Certificate in Website Design and Authoring

2010

RMIT University

Diploma in Graphic Design

2001 – 2003

Certificate in Printing and Graphic Arts (Multimedia)

Certificate in Web Design

Grenadi School of Design

Bachelor of Business: Tourism Management

1995 – 1999

Victoria University

Tools

- Sketch
- Figma
- Invision
- Adobe Creative Suite
- Wordpress
- Spotify

Hard skills

- User Experience Design
- User Interface Design
- HTML/CSS
- Product Strategy
- Art Direction/Visual Design
- Design System creation/maintenance
- Wireframing - Prototyping - High Fidelity designs
- Accessibility Specialist
- Information Architecture
- Affinity mapping
- User research
- Brand & Identity

Soft skills

- Passionate about design
- Empathetic user advocate
- Creative problem solver
- Able to manage projects from brief to delivery
- Strong attention to detail
- Takes initiative
- Able to work to tight deadlines
- Thinks outside the box
- Team player who also enjoys working autonomously
- Experienced working within brand parameters
- Mentoring & training