



I'm a Product Designer driven by creating beautiful experiences that puts the user first. Important part of my work is collaboration, understanding the user, research, data & analytics and creating timeless designs.

Recent Experiences

Lyre's Spirit Co · Global Digital Product Designer & Delivery Manager

NOV 2021 - OCT 2023 · 2 YRS

I lead the UX/UI Design for the Lyre's website. I worked collaboratively with my Product Managers, Marketing, CEO, Customer Service and Developers to deliver a brand new design and experience that is mobile first and responsive. I've built a design system to deliver work in an agile environment where it supports rapid and iterative prototyping. I was also responsible for the agile product development process involving creating and owning UI & front-end related tickets and conducting UAT. We delivered new brand application, new Home page design, Optimised the Product Details Page and Product Listing Page and built content pages using Big Commerce's CMS with HTML/CSS.

Jurlique · Global Digital Product UX/UI Designer

MAR 2019 - NOV 2021 · 2 YRS 9 MOS

I lead the digital application of the brand and the user experience for Jurlique. I worked closely with the broader team (CTO, Marketing, Customer Service and Brand) to collaborate on design solutions. I conducted workshops, internal user testing, research and data analytics to understand the customer and business needs. I built a design system to support agile product development and communicate to the broader team on the digital application of the brand. Our team was able to deliver a range of small projects such as optimising the Cart Page to larger projects such as optimising search, brand redesign, IA, online booking integration and interactive shopping experiences.

Past Experiences [View more Info](#)

● **Jaywing** · Digital Designer

APR 2018 - MAR 2019 · 1 YR

● **DMG** · Visual Designer

DEC 2016 - APR 2018 · 2 YR

● **Dry July** · Junior Graphic Designer · Graphic Designer Internship

JAN 2016 - JUN 2016 · 6 MOS

● **Congress Rental** · Marketing Intern

AUG 2014 - 2015 · 1 YR 3 MOS

Education

Western Sydney University

2012- 2015 · 4 YRS

Bachelor's Degree, Design and Visual Communications

Software Skills

- Figma
- Sketch
- Adobe Creative Suite (Photoshop, Illustrator & Indesign)
- Jira

Design Skills

- UX/UI Design
- Digital Design
- Design Thinking
- Coding: HTML/CSS
- Prototyping - Wire frames and high-fidelity designs
- Logo design
- Branding
- Design System Management
- Web design
- Responsive Web Design
- Graphic Design
- Agile design & development

Research

- UX/UI Design Research
- Qualitative Research
- Workshops
- Data & Analytics (GA)

Interests

- Books
- Gaming
- Bubble Tea
- Technology
- Art & Design
- Fashion
- Chai