



I'm a pragmatic UX/UI design engineer with a hybrid background in design and front-end development, experienced in collaborating with stakeholders, designers and developers to turn complex requirements into scalable digital products. I bridge user-centred design, technical implementation, and business priorities to create solutions that are both practical to build and effective for users.

CORE STRENGTHS

Design & research: UX research & analysis, usability testing, wireframing, design systems, motion design and interactive prototyping.

Engineering & systems: React, TypeScript, Next.js, Storybook, HTML5/CSS/JS, and Sass.

Product & delivery: Project scoping, cross-functional collaboration, and agile/iterative design.

RECENT PROJECTS & PROFESSIONAL DEVELOPMENT

2023 - PRESENT

UX Academy (Designlab): Completed intensive professional training (Nov 2023 – Aug 2024) including mentorship from practicing senior product designers to strengthen UX research, interaction design, and user-centred methodologies through independent projects.

AI-augmented workflows: Explored workflows for integrating AI into product design & development, including qualitative research data collation & analysis, rapid wireframe ideation and rapid development of functional prototypes.

Product engineering: Built a personal portfolio and reusable component system using Next.js and Storybook to explore scalable design-to-code workflows.

PROFESSIONAL EXPERIENCE

Contract UX designer/research assistant

JUL 2024 - AUG 2024

Australian Catholic University, Melbourne, Australia

Prototyped a web platform to measure the economic impact of mentoring programs to attract social investment.

Conducted UX research, design, prototyping, and usability testing in conjunction with a researcher and [Professional Migrant Women](#), a social enterprise supporting skilled migrant women.

UX designer

FEB 2021 - DEC 2022

Pepperstone, Melbourne, Australia

Conceptualised new mobile and web features, conducting & presenting research, prototyping and user testing.

Sped up future design and created consistent brand UX by designing reusable components for a new design system and re-designing existing features. Collaborated with marketing & engineering to build some of these features.

Iterated payment flows for deposits and withdrawals, considering complex anti-money laundering and anti-fraud requirements.

Designed and presented simplified flows for referral programs aimed at reducing customer support requirements.

Ensured GDPR compliance and consistent brand UX by creating flows and UI designs for cookie banners in collaboration with legal counsel.

Prototyped onboarding journey improvements aimed at increasing client conversion.

Facilitated user migration to more secure platform by developing and presenting a migration roadmap, including communications, user flows, and screens for a new authentication service.

Front-end developer

FEB 2020 - FEB 2021

Pepperstone, Melbourne, Australia

Designed & built working prototypes for next-gen web onboarding, collaborating with mobile and back-end developers, all with the aim of increasing client conversion rates.

Designed & built a comprehensive UI component library with Storybook documentation, facilitating consistency and efficiency in future web projects.

Streamlined KYC document upload UX/UI to reduce user drop-off and increase conversions.

Optimized complex payment flows, significantly reducing user issues and improving both maintainability and extensibility.

Increased client conversion rates by collaborating with stakeholders to incrementally enhance the onboarding journey.

Contract front-end developer & designer

NOV 2017 - NOV 2019

GNR8R, Toronto, Canada

Transformed a poorly-performing and outdated Canadian automotive jobs website through a complete rebuild. Led the UX/UI design and front-end development, and directed offshore back-end development.

Built a lifestyle website, initially collaborating with a designer on animations and new features. Assumed full UX/UI design responsibilities after the designer's departure, enhancing and optimising existing pages.

Contract/freelance designer & developer

2011 - 2017

Various companies in Australia & NZ

Designed and built websites for major brands including American Express, Starbucks, and Red Rooster.

Designed and built web and native apps for job management and sales using HTML/CSS, JavaScript, and WebGL.

Created motion graphics and interactive marketing for web, retail and sports stadiums using HTML/CSS/JS, Flash and After Effects.

Co-founded games company, leading game design, prototyping and development, and creating company branding and website.

EDUCATION

UX Academy

2023 - 2024

Designlab

Bachelor of Design Innovation (Media)

Victoria University of Wellington

Bachelor of Information Technology

Nelson Marlborough Institute of Technology