

Work experience

CURRENT

User Experience Designer

Mirus Australia, Sydney. 2016 - Present (3 yrs 1mo)

Mirus' mission is to make aged care better by using insights and technology to improve the financial sustainability of Aged Care providers. I have been leading and participating in all UX activities of the company and its parent, The Mirus Group positioning Mirus as the experts in their field.

- I lead all design aspects of their new rostering platform specifically designed for aged care. The solution has seen steady growth since its creation representing an increase in beds under management of +53.8% over the last six months.
- The website redesign I lead has seen improvement across all data points. The traffic increased by +13% and engagement by +21% over 12 months.
- Under the Lab department of The Mirus Group, I worked on getting smaller projects off the ground; A mobile fitness app, a media-service app, a mobile conference app and a kiosk loyalty app. Activities were varied, from workshop facilitation, wireframing, prototyping, animation design and visual design.

Multimedia Designer

Alive Mobile, Sydney. 2014 - 2016 (2 yrs)

Alive is an application design firm. They create new experiences, taking a mobile-first approach to engineering better business processes and creating useful applications that stay alive. I was fortunate to have extensive design responsibilities, from internal branding to UX design.

Some of the challenges I got to design for:

- Branding and Visual Design of a mobile app concept for Service New South Whales' digital license pilot.
- UI and UX of an internal mobile app for American Express sales department.
- Branding and Visual Design for a Golf competition mobile app that lets Australian golfers compete online using their physical rounds of golf.

Freelance Designer & Photographer

2010 - Present

UX & UI reviews and implementations, Branding (web & print), Photography & Videography, Creative.

Airbnb, Airtasker, Amaysim, Baker Surfboards, MMJ Architects, Auctionata New York, SKUvantage, Design Identity, Hosteaze, Alpine Habitat, Event Mojo, Devan (Canada), Ferrari/Maserati of Ontario, CAAMP Montreal and many personal projects of mine.

Interpersonal skills

Research, conceptualise and deliver innovative solutions using a design-thinking methodology to answer business & user's needs.

Stellar time-management skills.

End to end knowledge of design and development process. Team-player when it comes to onboarding and dev handover.

Effectively manage, present and communicate key messages to a range of stakeholder.

Professional skills

UX (65%)

UI (80%)

Sketching & doodling (80%)

Prototype (90%)

Animation (50%)

Research (75%)

Interview (40%)

Workshop facilitation (40%)

Project management (20%)

Empathy (85%)

Curious (100%)

Thank you for taking the time to go through my resume.

Syl.