

## I bring energy, curiosity and care to complicated problems, and to the people I solve them with.

### Summary

Lead Product Designer in Melbourne with 15 years' experience, a decade of it in product. I've worked across AI assistants, climate and net zero, ML-powered talent search, business intelligence and digital health, usually as the sole or lead designer working closely with founders, engineers and data science. Australian and US citizen.

### Experience

#### **TeamHiiv** / Lead Product Designer, Contract / 2026

- Sole designer on an AI assistant that helps large Australian organisations work across their own documents, working directly with the two cofounders and later two AI engineers.
- Started with no brief and no PM, so set the design agenda through a product teardown and customer interviews, and took on the PM role alongside design.
- Designed the core interaction model: project-scoped memory and context, connectors that work against an organisation's real documents, and an agentic transparency system where the assistant says what it has read, asks when a file fails, and backs every answer with a citation users can check.
- Led a full navigation and information architecture overhaul, and built a tokenised design system from scratch (colour, type, radius and shadows; components, patterns and templates) with a Claude and Figma MCP workflow to maintain and publish it.
- Introduced the team's ways of working: continuous discovery, opportunity solution trees, a weekly design crit and regular Loom sharing.
- Turned repeatable design work into a suite of Claude skills, and left a full handover package for the team when the contract ended.

#### **n0de** / Head of Product Design / 2025 - 2026

- Promoted to Head of Product Design as n0de moved from small businesses to sustainability leaders in large organisations; supported that call by analysing customer conversations for demand signals.
- Designed decision support for heads of sustainability through n0de's partnership with Bunzl, and redesigned the action plan's content architecture so new modules could be added without a rebuild.
- Remained the sole design lead as the team contracted to the two cofounders and design, owning product vision, positioning and internal operating documentation through a pivot back to consulting.

#### **n0de** / Senior Product Designer, Founding / 2023 - 2025

- Joined pre-product-market fit as the only designer alongside two cofounders. Wrote the discovery interview guide that became n0de's standard script, and synthesised pilot interviews into the two customer archetypes that shaped how n0de pitched.

- Designed the net zero action plan, validated in no-code before committing to software: each business's climate story told in its own voice, with cost, savings and payback on every action. 4 of 5 pilot businesses became ongoing customers.
- Pilot customer Dillicious, Australia's second-largest pickle maker, went from free pilot to paying customer in about three months, installed solar after three years of stalled quotes and moved to 100% renewable electricity.
- Mapped the method from the first five pilots into an AI workflow where AI drafts and people review and assemble, cutting team effort per plan from about eight weeks to one day; used for the next eight customers.

## **Reejig** / Senior Product Designer / 2022 - 2023

- Only designer on my squad for Workforce Intelligence, Reejig's ML-driven ethical AI platform for understanding employee skills, potential and mobility, working closely with data science, ML and engineering.
- Rebuilt talent search on Elasticsearch. Traced the data and ranking end to end before designing, uncovering bugs across the pipeline that we fixed together, then designed Refine to turn Boolean logic into a simple menu. The share of users active in search rose about 200% quarter on quarter, with 173 saved searches in the first week.
- Stepped in as acting PM when the role was cut: set priorities with CS and leadership, owned the release plan, ran a customer beta and trained CS and marketing for launch.
- Turned around a stalled enterprise client relationship by rebuilding trust and process, then shipped a feature that had previously looked technically out of reach.
- Reejig was named to Forbes' 2022 Cloud 100 Rising Stars and recognised by the World Economic Forum as a Technology Pioneer for Ethical AI during this period.

## **EngineRoom** / Senior Product Designer / 2018 - 2022

- Joined as EngineRoom's first product designer to rebuild an MVP into something business analysts and advisors could rely on; shaped design foundations, systems and product experience as the platform evolved through v2 and v3.
- Project lead on the rebuild of Plan, turning a 32-page planning feature into a guided plan that exposed the managing director's own logic so advisors could trust and explain every number. Customers with an active plan went from 3 of about 50 to 39 of 47 (83%), with 100% advisor satisfaction against an 80% target.
- Documented the visual rules from Plan as EngineRoom's Data Display Strategy (colour for data type, pattern for planned versus actual, card hierarchy for summary versus depth), used across BI and analytics.
- Operated as de facto product manager in the absence of a dedicated PM; led a full company rebrand and launch event.
- EngineRoom made the AFR Fast 100 in 2020 during this period.

## **CareMonitor** / Founding Product Designer, Freelance / 2017 - 2021

Sole product designer from early concept through MVP and multiple major releases on a chronic disease management and connected care platform; translated complex patient-reported metrics, clinician dashboards and multi-disciplinary care workflows into usable day-to-day tools. Led the pivot to telehealth and remote monitoring in response to COVID-19. Winner, 2020 ADHA Innovation Challenge.

## **Self-employed** / Freelance Product and Experience Design / 2016 - 2022

Ran a six-year, one-person freelance practice owning research, UX, UI, prototyping, developer handover, QA, scoping and business development for SaaS startups and scaleups, including Envato, Cohesio Group, SportsSim, ReadyTeacher, LifeChanger Foundation, Guardian and Digital Thing; run concurrently with the EngineRoom and CareMonitor engagements above.

### **Ogilvy Australia** / Senior UX Designer / 2018

Facilitated planning, wireframes and stakeholder process for Victoria Police and Victoria Police Museum's transition to a new Australian Government design system.

### **CHE Proximity** / UI Designer / 2017

Delivered visual design for the Stratton Finance website rebuild and a Velocity Frequent Flyer campaign site featuring a conversational chatbot experience.

### **24 Digital** / Digital Producer / 2013 - 2016

Led WordPress and Magento web development projects as project manager and designer, working directly with clients on wireframes and visual design and with external agencies on conversion and performance best practice.

## **Skills**

0-to-1 Product Design, AI Assistants and Agentic UX, Design Systems and Design Tokens, Data Visualisation, Content Design, User Research and Continuous Discovery, Information Architecture, Product Strategy, Figma (incl. Figma MCP), Claude (AI-assisted design workflows and skills)

## **Education**

University of Washington, Bachelor of Arts, Communications, 2008 - 2012