

Jeremy O'Meara.

Full-stack designer. Research, interface, front end, integrations — one person, concept to production.

Seventeen years designing product journeys that make sense, and building them. Insurance, finance, healthcare, government and mining.

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Profile

Design and build have never been separate jobs to me. I started building websites in Melbourne in 2009, moved into UX in 2013, led design at **The Walt Disney Company** and ran the design team at **Bilue** in Sydney. Today I'm Head of Digital Experience at **The Resilience Canopy** and co-founder of **Fynders, Seekers**.

Most of my work sits between figuring things out and making things real: understanding what people need, working out how they should get there, designing the experience, then building it — Webflow and Wized platforms, iOS and Android apps, custom CMSs and dashboards.

Selected work

Full case studies at jeremyomeara.com

01

2023 — present

The spec was never going to hold still

The Resilience Canopy · Head of Digital Experience · Research, product design, build

A collaboration platform for community resilience, built while its own definition was still forming — charity budget, no in-house developer, practitioners using the portal before the communities it served had finished training. So I designed for cheap reversal rather than for a finished thing: a schema that took new fields without a migration, and components loose enough to rearrange on feedback.

Outcome — three years on, around 300 users across 65 communities, against a program target of 500.

02

2020

Gloves, glare, and no signal

Otraco / Downer · Lead UX at Bilue · Field research, mobile, offline-first

Tyre changes on 500-tonne haul trucks ran on paper dockets and radio calls, re-keyed by hand afterwards. Research across two remote mine sites, one fully autonomous. Capture had to cost the person in the heat, in gloves, almost nothing — so the structure reporting needed was inferred from the job rather than asked for on top of it.

Outcome — rolled out across multiple Otraco sites; the dockets went away.

03

2022

Eleven screens before you could use the app

NRMA Insurance · Lead UX at Bilue · Research, IA

Onboarding had grown to eleven screens with a two-year product roadmap queued behind it. Deleting screens was the obvious fix and the wrong one, so I treated it as a routing problem rather than a count problem: what earns a dedicated screen, what belongs in context, what shouldn't interrupt at all. No new components.

Outcome — first run cut to four screens, plus an implementation matrix covering every product still to come.

04

2022

Every journey ended in a dead end

NRMA Insurance · Lead UX at Bilue · IA, prototyping, user testing

Products in the app were siloed: finish a task and there was nowhere to go next, while the business had no relevant moment to offer the next one. The dead end and the upsell were the same piece of screen, so the rule became relevance at that exact moment or nothing — the obvious next thing, not the most valuable thing to sell.

Outcome — eight prototypes tested remotely with eight customers; the model held and fed the next phase of work on the app.

05

2016

An app you were never meant to look at

The Walt Disney Company · Lead UX · Concept, research, prototyping

BookEars played sound effects under a parent reading a picture book aloud. Designing for engagement would have broken the thing it existed to improve, so I designed for absence: success meant the screen stayed face-down.

Outcome — well received to a leadership decision, never built; reliable on-device speech recognition didn't exist in 2016.

Experience

Twelve roles, 2009 — now

2023 — now
3 yrs

2025 — now
1 yr 3 mos

Head of Digital Experience Current

The Resilience Canopy

Australia · Full-time · Remote

Researching, designing and building a low-code platform that enables community collaboration across Australia. Sole designer and builder, from stakeholder research through to production and ongoing iteration.

- Webflow
- Wized
- Firebase
- Airtable
- Zapier
- Mapbox

Co-Founder Concurrent

Fynders, Seekers

Side project · iOS & Android

Building FyndnSeek, a local discovery app for businesses, experiences and community — co-founded, researched, designed and developed by me. Launching October 2026.

- iOS
- Android
- React
- Supabase
- Cursor AI
- Gemini API

2023
10 mos

UX / UI, Graphic Design

INTROSPECTUS

Canberra, ACT · Contract · Remote

Worked with the development team to refine UIs ad-hoc on a specialised security product.

2022
4 mos

Senior UX Designer

Ghost Partners NZ

New Zealand · Full-time

Contributed to a FIFA project.

2018 — 2022
4 yrs 2 mos

UX Design + Research · Design Team Lead

Bilue

Sydney, NSW · Full-time

Led the design team and ran research and product design across finance, healthcare, government and mining. A pragmatic approach to UX, balancing stakeholder requirements against what people actually need.

IAG / NRMA Insurance

AMP

ACT Gov. Health

Otraco / Downer

Broadspectrum

Cricket Australia

Spotlight / Anaconda

2018
4 mos

UX Lead

Loud & Clear

Melbourne

Brought in to cover aspects of the CommBank app during a team member's leave.

2016 — 2018
1 yr 7 mos

Lead UX Designer

The Walt Disney Company

Melbourne + Sydney · Full-time

Children's reading apps, movie launches and platform work on disney.com.au and marvel.com.au. Part of the team behind the Avengers S.T.A.T.I.O.N. event at Fed Square, and concept work for the BookEars app.

Disney

Pixar

Marvel

Star Wars

2016
4 mos

UX Consultant

Prismatik

Sydney · Full-time

Brought in to shape the UX practice and bring the design team in line with current best practice — user-centred problem solving, wireframe fidelity, and balancing business against user needs.

2014 — 2016
1 yr 9 mos

Senior UX Designer / Frontend Developer

Alliance Software

Nunawading, VIC · Full-time

UX lead, UI design support and frontend build for websites and web apps, across clients in sport and entertainment, automotive and finance.

2013 — 2014

1 yr

Senior UX Designer / Frontend Developer

Adstract Art · Richmond, VIC

2010 — 2013

3 yrs 1 mo

Web Designer / Developer

Victorian Automobile Chamber of Commerce · Melbourne

2009 — 2010

11 mos

Frontend Designer / Developer

Unique Websites · Melbourne

Capabilities

Discover, understand,
frame, make, prove

Research

Stakeholder interviews · contextual product testing · field research on site · competitive and desktop research · UX audits and heuristic analysis · segment mapping and personas · one-to-one, remote and guerrilla user testing

Product & UX

Story maps and journey maps · red route and critical path analysis · information architecture and content structure · sketching and wireframing · low, medium and high fidelity UI prototyping · design systems and component discipline

Build

HTML, CSS and JavaScript · React · Webflow and Wized · Firebase, Supabase and Airtable · Mapbox, Zapier and API integrations · Google Gemini API · iOS and Android · custom CMSs and dashboards

Tools

Figma · Miro · Webflow · Wized · Xcode · Cursor AI · Affinity Designer and Photo · Claude · ChatGPT · Grok · MidJourney

Clients & sectors

Agency-side and in-house

Clients

Disney · Pixar · Marvel · Star Wars · NRMA Insurance / IAG · AMP · CommBank · ACT Government Health · Otraco / Downer · Broadspectrum · Cricket Australia · Spotlight / Anaconda · PwC · FIFA

Sectors

Finance · Healthcare · Government · Technology · Manufacturing and mining · Communications · Education · Automotive · Hospitality

References

His key strengths are UX research, journey mapping, information architecture, prototyping and testing. He also has a refined eye for UI design and brand, making him a valuable addition to any product design team.

Glen Jeffreys — Head of Design, Bilue

Further references from Prismatik, Greytone Consulting and others at jeremyomeara.com. Contact details on request.