Hi, my name is **Jeremy.**

For 10+ years I've helped make products a delight **by aligning
User-Centred Design** principles and **business goals**.

EMPLOYMENT HISTORY

Senior UX Designer
Aug 2022 - Present
Ghost Partners, Auckland

A number of UX projects across sport and government.

Senior UX Designer + Team Lead
Aug 2018 - Aug 2022
Bilue, Sydney

Working across multiple industries, including finance,
healthcare, government and mining to name just a few, I
employ a vast range of skills and a pragmatic attitude to UX
in order to balance stakeholder requirements and deliver
digital touch points that people love to use.

UX Lead [Contract]
May 2018 - Aug 2018
Loud&Clear, Melbourne

Lead UX Designer
Nov 2016 - May 2018
The Walt Disney Company, Melbourne

Working within The Walt Disney Company's stable of brands,
including Disney, Pixar, Marvel and Star Wars, I worked on
projects ranging from children's reading apps, through to
movie launches, platform updates to disney.com.au &
marvel.com.au and more.

UX Consultant
Jul 2016 - Oct 2016
Prismatik, Sydney

I was brought in to help shape the UX practice at Primatik and
assist in bringing their design team into line with current best
practices.

Senior UX Designer / Frontend Developer
Nov 2014 - Jul 2016
Alliance Software, Melbourne

Senior UX Designer / Frontend Developer
Aug 2013 - Jul 2014
Adstract Art, Melbourne

Web Designer / Developer
Jul 2010 - Jul 2013
Victorian Automotive Chamber of Commerce, Melbourne

Frontend Designer/Developer
Sep 2009 - Jul 2010
Unique Websites, Melbourne

HOW I WORK

Research
Google/Adobe Analytics review • Competitive
Analysis • Stakeholder Interviews • 1-1 User Testing •
UX Lean Canvas • UX Audits • Heuristics Analysis •
Information Architecture Review • Contextual
Enquiry • Design Hypothesis • Task Flows • Persona/
Archetype Development • User Journeys and more

Design
Sketching • Fidelity Wireframing • UI Design •
Wireflows • Digital Illustration • Conceptual Design •
Styleguides • Pattern Libraries • Content
Development • Information Architecture and more

Prototyping
Figma • InVision • ProtoPie • html/css/jQuery

Toolkit
Miro • Figma • Sketch • InVision • Zeplin • ProtoPie •
Affinity Designer & Photo • Pen+Paper

Methodologies I employ
User-Centred Design • Double Diamond • Design
Thinking (I'm not dogmatic, I mix 'n' match as
required)

A LITTLE ABOUT ME

You won't shut me up about...
My family • Brazilian Jiu-jitsu • Road Cycling

I'm an Aussie, but...
I'm lucky enough to live on beautiful Waiheke
Island, off the coast of Auckland

KEEN TO CHAT?

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ONBOARDING EXPERIENCE UPLIFT: NRMA INSURANCE APP

Overview
NRMA Insurance's mobile app was about to undergo a range of updates as laid out in the company's roadmap, however there was concern with the already growing number of onboarding screens within the app and the amount they might grow by as new products & features were added. My task was to explore opportunities to better onboard new users to the app, as well as introduce these new products & services to existing users.

Problem statement
NRMA has a new roadmap of products & features due to roll out over the coming 24 months which they need to be able to introduce to new & existing users of their app, however the current method for doing this means that onboarding screens are growing significantly and thus acting as a barrier to users being able to achieve specific tasks. For example, the initial state of the app I was working with had up to 11 screens of onboarding before a customer could use it.

Users & audience
All users of the app, including new and existing ones.

Roles & responsibilities
I was lead UX Researcher on the project, with internal support from the UX Lead as well as other experienced internal designers.

Scope & constraints
This was an open-ended exploration, however there was little appetite for the introduction of new components into the app, so re-use or modification of existing components was encouraged.

Process & jobs done
As is often the case, I began with a UX Lean Canvas to help me understand the project at a high-level. Next, I conducted an exploration of the current state of the iOS app in order to help empathise with users and understand what I may have to work with component-wise, followed by research and playback of the most common onboarding methodologies. Next, I began to explore ways in which different onboarding methods might play a part in helping reduce friction, as well as mapping out things like user journeys which would act as evidence when proposing new ideas back to the business. Finally, a set of task flows and wireframes, reusing existing components in different ways led to a implementation matrix which would act as a guide for other designers on the team for future mobile app releases.

Outcomes & lessons
The large research piece, presented back to the team as a narrative Miro board, was very well received and both confirmed existing hypothesis within the team as well as being a document that would guide future decisions around onboarding new and exisiting users.

FEATURE INTERCONNECTIVITY: NRMA INSURANCE APP

Overview
The NRMA Insurance app as it stood when I first began this project was reasonably basic insofar as products & features within it were essentially siloed and users were often left with no other options to further explore the app from the end of any given journey. The business also lacked the opportunity to present products & services to users in timely & relevant ways throughout the app. The principle goal of this stream of work was to encourage user engagement with products, services and features available from within the NRMA insurance app.

Problem statement
The project's problem was twofold: firstly, users were constantly left at deadends within the app, with no obvious opportunities to explore related or suggested products or services, and secondly, the business had no method for planning out and introducing products & services that users might be interested in at key moments within a customer's journey.

Users & audience
All existing NRMA Insurance customers currently using, or likely in the future to use the app.

Roles & responsibilities
I was Lead UX Designer on the project, with internal support from the Head of UX as well as other experienced internal designers.

Scope & constraints
Resources and budget dictated that any near-term solutions had to employ only existing mobile app components, however internal stakeholders (design team) were keen to see an exploration of what future states might look like.

Process & jobs done
To help align myself with internal stakeholders at NRMA, I roughed out a UX Lean Canvas. Next, some desktop research was done around engagement methodologies (including methods such as the "Product-led Growth" lifecycle). An examination of the roadmap for upcoming features was looked at next to understand which products & services will be added to the app in the near-term. A basic IA of the current app was created, and at the same time, with the help of NRMA Product Owners, relationships between the different areas of the current-state app were mapped out. The end goal was to be able to test out relationships between areas of the app with users, and so firstly, some user journey exploration was mapped out as well as a basic feature interconnectivity plan, which could be presented back to internal stakeholders for validation. The final phase included creating a number of high fidelity prototypes based on the interconnectivity plan (8 in total) which were tested with existing NRMA Insurance customers (8 in total, fully remote, using Figma prototypes) for further validation.

Outcomes & lessons
The user testing provided validation for my hypothesis around both the appetite of users to be presented with related or interesting options for further exploration within the app as well as the core concept of preventing deadends with the app.