

# Griffen Edge.

Sydney NSW, Australia  
linkedin.com/in/griffenedge  
griffen@griffenedge.com  
[www.griffenedge.com](http://www.griffenedge.com)

I'm a dedicated **User Experience Designer** with a passion for ambitious, user-centred design. Experienced in all stages of the design process, from research to delivery, I'm enthusiastic about transforming tech to empower everyday people.

## Experience •

### College Digital Officer

Sydney Community College • Aug 2020 – Present

- Advocated for user-centred and accessible design throughout the organisation and digital projects, including developing a Figma design system.
- Utilised behavioural analytics and hot mapping to make data driven UX design decisions that saw transactions increase by 16%.
- Achieved 25% increase in organic website users by testing and executing improvements to information architecture, content design, and web performance.
- Worked with management to create digital strategies and implement new technologies within the organisation.

### Freelance User Experience Consultant

Raytheon Australia • Jun 2019

- Hosted an empathy and design workshop where I introduced core UX concepts to an interdisciplinary team.
- Created detailed personas & persona-based walkthroughs with the team that guided the project.
- Performed iterative wireframing to discover the best interface design patterns for the system.

### Society President & Vice President

Sydney University Experience Designers • Aug 2018 – May 2020

- Lead an executive team of 14 to create an exciting and inclusive community of UX design students and alumni.
- Planned and organised industry nights, a 2-night camp, and social events leading to 2× higher member activity engagement and 3× increase of overall activities held compared to the prior executive team.
- Orchestrated meetings with the executive team to create opportunities for student-industry relations, promote social participation and inspire students to take their design education beyond the curriculum.
- Created and maintained the society website using HTML, CSS, JS, and GitHub.

### College Support Officer

Sydney Community College • Dec 2016 – Aug 2020

- Fostered relationships with tutors and students to create memorable educational experiences.
- Maintained the comfort & safety of college campuses by managing classrooms & shared spaces.
- Performed administrative & IT duties, including co-ordinating classes & student communication.

## Education •

### Bachelor of Design Computing (Human-Computer Interaction)

University of Sydney • Mar 2018 – Jun 2021

- Distinction Weighted Average Mark
- Certificate of Recognition: Student Mentor | Apr 2020
- Vice Chancellor's Global Mobility Scholarship | Jun 2019
- Best Product Design Award in DECO1013: Physical Computing | Nov 2018

### Student Exchange Programme (Product Design & Cognitive Science)

University of Sussex (UK) • Sep 2019 – Jan 2020

## Certifications •

### Fundamentals of Digital Marketing

Google Digital Garage • Feb 2021

### Enterprise Design Thinking Practitioner

IBM • Sep 2020

### Certificate III in Live Production and Services

NSW Department of Education • Feb 2016 – Dec 2017

## Volunteering Experience •

### Student Mentor

University of Sydney: School of Architecture, Design, and Planning • Feb 2020 – Apr 2020

- Helped a group of 9 new Bachelor of Design Computing students get acquainted with the ins and outs of university life.

### Marketing Manager

Canterbury Theatre Guild • Apr 2015 – Apr 2019

- Designed and coordinated marketing and online presence, including website and social media.
- Handled customer relations and social media campaigning resulting in 16x audience increase.
- Operated and designed set lighting for productions.

## Skills •

- User research • Usability testing • Prototyping • Wireframing • User flows • Visual design
- Figma • Information architecture • Communication • Presentation • Collaboration

## Interests •

- Cycling • Design • Dogs • Gardening • Guitar • Musical theatre • Scuba diving • Travel

## Contact details •

Mobile: **+61 468 542 833**

Portfolio: **[www.griffenedge.com](http://www.griffenedge.com)**

Email: **[griffen@griffenedge.com](mailto:griffen@griffenedge.com)**

LinkedIn: **[linkedin.com/in/griffenedge](https://www.linkedin.com/in/griffenedge)**