Griffen Edge.

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User Experience Designer specialising in design facilitation, qualitative research, and accessible UX/UI solutions. Proven ability to advocate for user needs, develop design resources, and collaborate with stakeholders to align with strategic objectives.

● KEY SKILLS ●

- **Human-Centred Design (HCD)** – Led design thinking workshops, research, and synthesis sessions to align teams with user needs and business goals.
- **Stakeholder Engagement** – Collaborated with cross-functional teams, business leaders, and end-users to align design solutions with organisational goals and user needs.
- **Design Artefact Development** – Created journey maps, concepts, prototypes, and design systems to visualise solutions and guide iterative improvement.
- **Training & Capability Building** – Developed workshops and resources to upskill non-designers in HCD methods and accessible design practices, fostering user-centric cultures.
- **Analytical & Problem-Solving** – Used data to drive design decisions by using tools like MS Excel and Google Analytics to measure, analyse, and derive insights from user behaviour.

● EXPERIENCE ●

Experience Design Consultant – Avanade Australia   May 2023 – Nov 2024

Collaborated with diverse teams of business analysts, developers, and subject matter experts to solve complex user experience challenges for clients across Government, Aged Care, Health, and Insurance through human-centred and data-driven design. Applied a range of user research methodologies, including interviews, surveys, and usability testing, to gather insights and inform design decisions.

Selected projects:

Australian Government Agency (UX/UI Design and Digital Accessibility)
- Led the design of a public-facing financial reporting web app for small business owners and accountants, integrating user feedback and analytics to achieve 10× user growth within 6 months.
- Facilitated a project-wide in-person design workshop to establish clear organisational and feature priorities for the final phase of design, resulting in a prioritised project roadmap.
- Developed a Figma design system to standardise UI components and patterns that improved designer-developer communication and reduced development time by 10%.
- Conducted usability testing and iterative design to lift user feedback scores for key features.
- Ensured WCAG compliance across the app, enhancing accessibility for users with diverse needs.

Leading Aged Care Organisations (Digital Transformation with Generative AI)
- Conducted in-depth field research across multiple care homes, interviewing staff to identify pain points and opportunities for AI integration.
- Created future-state journey maps to visualise the impact of Generative AI on care workflows and resident experiences.
- Co-facilitated remote workshops with several Chief Information Officers to prioritise AI use cases, leading to the initiation of AI-driven projects within each organisation.

Major Health Insurance Provider (Workplace Experience and Ways of Working)
- Assessed existing workplace experience initiatives, identifying opportunities to improve employee satisfaction and productivity.
- Organised documentation to enable future benchmarking and evaluation of workplace experience programs.

Digital Experience Officer – Sydney Community College   Aug 2020 – May 2023

Education provider offering accessible and inclusive learning opportunities to a diverse student community.

- Led a customer-centred website redesign, conducting extensive user research, usability testing, and prototyping to improve functionality, accessibility, and alignment with organisational goals.
- Advocated for accessibility best practices, ensuring all digital projects met WCAG standards and improving the customer experience for individuals with diverse needs.
- Developed interactive prototypes using Figma to visualise design solutions, enabling stakeholders to provide feedback early in the design process and reducing development rework.
- Utilised data-driven design by analysing behavioural analytics and heatmaps to identify customer pain points, resulting in a 16% increase in website transactions and a 25% boost in organic traffic.
- Collaborated with cross-functional teams, including marketing, IT, and senior leadership, to gather requirements, align on project goals, and deliver a seamless digital experience for customers.

User Experience Consultant – Raytheon Australia   Jun 2019

Defence technology company specialising in complex systems.

- Facilitated an empathy and design workshop to promote HCD understanding and collaboration within a cross-functional team.
- Conducted user research to create detailed personas and journey maps, guiding design decisions for a complex system.

● OTHER ACHIEVEMENTS ●

Committee Member – Inner West Theatre Company   2015 – Present

Promoted performing arts in the community by assisting with admin, marketing, and backstage.

Society President – Sydney University Experience Designers   2018 – 2019

Led an executive team to create an inclusive community for experience design students and alumni through a focus on industry networking and social events.

Student Mentor – University of Sydney   2020

Mentored a group of new Bachelor of Design Computing students in their transition to university.

● EDUCATION ●

Bachelor of Design Computing – University of Sydney   2018 – 2021

Studied human-centred design methodologies and practices, interactive technologies, and user experience principles, with a focus on solving complex problems through innovative solutions.

- Certificate of Recognition for Student Mentoring
- Vice Chancellor's Global Mobility Scholarship
- Best Product Design Award in Physical Computing

Student Exchange Programme – University of Sussex (UK)   2019

Studied a cross-disciplinary workload focusing on cognitive science and product design.

● CERTIFICATIONS ●

Human-Centered Design Practitioner – LUMA Institute   2023

Enterprise Design Thinking Practitioner – IBM   2020