

Timothy Davis

Experience Designer

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Curriculum vitae | Introduction

I'm a lead experience and service designer with many years of experience in end-to-end digital product design. I handle each stage including ideation, strategy, research, UI design, front-end development, prototyping and testing. I'm very experienced in presenting, talking to and impressing the importance of design on stakeholders and non-designers in any forum, big or small.

Education

2005 - 2007

Master of Digital Media, UNSW Art & Design (formerly COFA)

2002 - 2004

BA Visual Communication, KvB College of Design

Experience

My current role

Experience Design Lead, Our Very Own (OVO)

Our Very Own is a full-service experience design agency in Docklands, Melbourne. My lead position responsibilities include mentoring and assisting other designers, assisting with recruitment by interviewing and vetting candidates, and helping to grow the design practices within the agency. My most significant role is client facing; The majority of my time with OVO has been in two separate, full-time client appointments at National Australia Bank (NAB) and my current client company.

I have three people reporting to me directly: One senior designer assigned to a client other than mine, one mid-level experience designer working with me and my client company as well as one mid-level developer assigned to other client work.

Since October 2020

Experience Design Lead, *Client Appointment*

Since October 2020 I have been leading a major project to redevelop the client's primary digital product, their consumer mobile app. I lead one other designer and a team of developers, with supporting analysts. My day-to-day work includes dealing with senior stakeholders from all areas of the business, directing and producing design outputs to a development ready standard as well as managing development and testing of new product experiences and features. I've taken responsibility for the strategic improvement of the new digital experience, working closely with the product owner and other senior stakeholders.

May 2019 - October 2020

Experience Designer, Customer & Banker Experience, National Australia Bank

My previous appointment at NAB was two-pronged, focused on uplifting the customer on-boarding experience while aligning this to sensitive new regulatory requirements in the Financial Crimes Prevention space. This meant scoping and researching the CX implications of new onboarding requirements as well as developing tools for bankers and analysts to more efficiently and accurately appraise the risk profile of new-to-bank individuals and entities.

May 2019 - October 2020

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High-risk customers, needing special, back-stage treatment, meant we had to create bespoke analytical tools for ECDD personnel. We had to do this in-line with NAB design system standards as well as with stringent accessibility considerations.

During the extensive package of work I was responsible for the following:

- Researching, mapping and scoping the entire customer onboarding experience.
- Developing service blueprints for uplifted systems and process, for example; charting service implications for real-time risk rating and name screening in place of legacy, manual risk and screening tech.
- Frequent and rigorous showcases, testing sessions and stakeholder management presentations.
- Agile prototyping of initiatives and concepts in NAB and third party systems.
- Managing interface designs including the testing and development of new components in a shared asset library.
- Designing and developing customer-facing in-app. experiences to align to banker and analysts tools developed concurrently.
- Engaging with third-party SMEs, internal BAs as well as the various Heads-of in Financial Crimes Due Diligence.

This piece of work was thoroughly rewarding and genuinely fascinating as I was enabled to delve in to sensitive and complex banking procedure. I became indispensable to the team and known as a reliable and approachable stakeholder. Approaching the end of the scope of work I was invited to assist in training the analysts in the tools we'd created - in the sessions I facilitated and demonstrated the complex tool kit and the customer reaching implications to the analysts receiving much enthusiasm and incredible feedback.

Nov. 2018 - May 2019

Full-time

Experience Designer, Customer Experience, National Australia Bank

My first appointment at NAB was to lead the design of small-business tools embedded in the NAB app for customers. This was dependent on third-party integration with a various SaaS Accounting partners. I worked closely with NAB bankers as well as employees of Xero to firstly research and produce interactive prototypes. Following iterative design phases with stakeholder presentations and various concept tests, we undertook to perform five rounds of robust, usability testing sessions coupled with interviews to ascertain qualitative insights around small business acumen, business activity pain points and the customers' appetite for banking/accounting integration.

During this scope of work period I was responsible for:

- Researching and developing business tools to help NAB customers manager their cash-flow, payroll and invoice rationalisation.
- Producing artifacts such as empathy maps, insight walls, customer journey maps as well as interaction and user flows.
- Generating wireframes/prototypes for user testing. Owing to a licencing issue, unable to use InVision I developed a custom HTML/Javascript prototype complete with interactions and pseudo financial calculations for a rich user testing experience.
- Generating hypotheses and designing tests to gain useful insights from small business customers.
- Presenting to senior NAB stakeholders having to sell my concepts for inclusion in the NAB app eco-system.

Jan. 2017 - Nov. 2018

Full-time

UI/UX Designer & Digital Designer, World Vision Australia

As the lead designer in *Digital Capabilities, Optimisation & Innovation* I was the most senior designer responsible for overseeing and approving all designs across several agile teams and all digital outputs of the marketing department. I reported directly to the Digital Delivery Director, Creative Director and the Chief of Marketing.

In this role I was the only User Interface & User Experience Designer within the *Digital Capabilities* department and WV Australia - I researched, designed, developed and deployed high value and high performing optimisations to the website. Furthermore, I developed branded visuals and collateral to support the constant content improvements we rolled out on the website daily.

My responsibilities included:

- Facilitating design sessions and user testing sessions.
- Generating wireframes, prototypes and scaled, final designs.
- Generating hypotheses and designing tests to optimise the website.
- Interpreting Google Analytics and Google Optimize data and results.
- Presenting to stakeholders and senior staff.
- Conducting testing sessions and interviewing users.
- Leading other designers and directing design outputs.
- Recruiting designers and interns.

2006 - 2017

Full-time, freelance

Freelance design consultant, UX/UI, graphic & website designer, illustrator

My career in design as a freelancer and contractor has given me many opportunities to work for and with a breadth of clients from individual small business owners and partnerships right up to large international companies. For these varying clients, I have worked on almost all types of print, digital and web designs as well as marketing campaigns and holistic branding exercises.

The nature of being a freelancer/contractor means that some clients are transient, others source my skills sporadically, ad-hoc, and some are single, transactional outings. I always sensitively and reliably balanced the needs of my loyal, return-customers while cultivating contracts of old and new companies as well as networking with new prospects.

All the work I took on I had garnered from clients I found through professional networking, word-of-mouth and self-cultivated marketing campaigns. I sought to only take on work that would allow me to produce the best possible design outcomes for clients and to produce work we were proud to show.

Professional skills

I pride myself on my ability to produce high quality designs from concept through to finished art. I possess a creative mind as well as the skills and knowledge essential to being an effective designer, specifically:

- Exceptional interpersonal skills.
- Self-motivation and organisation.
- Sales ability – The proven ability to explain and sell the value of design.
- Excellent written and verbal communication.
- Adept at exercising leadership, taking direction, collaborating, supporting colleagues as well as addressing small groups or large audiences.
- Creative thinking, ideation, brainstorming and collaborative discussion.
- Fluency in digital media, software, user research, user experience and interface design.
- Highly professional and presentable manner and appearance.
- An affable non-intimidating, supportive manner and attitude (I've heard).

Technical abilities

I have a profound love of my craft and the practical aspects of my profession and I am constantly working to master skills in traditional as well as digital media. I possess the following proficiencies:

- Complete fluency with Adobe CC, Sketch, InVision, Axure etc.
- Ability to fluently write HTML and CSS with a high level of working competency in JavaScript, jQuery and PHP.
- Extensive knowledge of printing practices, processes, techniques and history.
- Ability in 3D modeling and animation using Maya and 3ds Max as well as Adobe Animate (formerly Flash)
- Highly developed, wide-ranging skills with different art and design media: Sketching, drawing, painting, sculpting, etc...
- Expert understanding of professional art-making, design and animation practices and concepts

References

I will happily facilitate contact with colleagues and clients as references.