

Product Designer

11/2024 - 4/2025

Xylo Systems; *Redfern, NSW*

- Designed time-series filtering and narrative reporting within an updated mapping interface, enabling companies to integrate multi-source GIS data with internal models to track and manage project impacts at scale.
- Introduced internal product development practices, including the jobs-to-be-done framework, aligning product, engineering, sales, and executive teams around customer-focused solutions.

Senior UX Designer

9/2022 - Current

eQ8.ai; *Pymont, NSW*

- Lead end-to-end product design and launch of the AI-assisted “Essentials” app, built to democratize Strategic Workforce Planning.
- Cut onboarding and time-to-value from 2–6 months to just 2 minutes through simplified workflows and intuitive UI.
- Lead ongoing user research workshops with external CXO/HR stakeholders at Nestlé, MetLife, Lloyds Bank, and Barclays.
- Scale internal product development processes and build design systems scalable across multiple apps and mediums.
- Embedded within engineering and agile product teams, partnering directly with the CEO and VP of Product & Engineering to ensure rapid iteration and strategic alignment.

Product Designer (Contract)

10/2023 - Current

FlavourIQ.com; *Sydney, NSW*

- Design end-to-end UX for the FlavourIQ website, creating a seamless consumer journey from onboarding through to tailored product discovery.
- Translate CSIRO taste study results and user data into UX flows that support real-time, AI-driven coffee matching.

Product Manager and UX/UI Designer

5/2021 - 8/2022

HorecaMarket.Global; *Haymarket, NSW*

- Provided consultation to stakeholders for development of B2B PaaS ERP and marketplace product.
- Managed and mentored UX design team through product deliverables across native apps, mobile and web.
- Produced complete design system, user personas, user flows, user stories, wireframes and high fidelity prototypes.
- Led UI design of onboarding, user profiles, CRM, lead management, catalog, finance and logistics/shipping modules.
- Prepared investor pitch decks, product decks, sales collateral and branding assets.

President

1/2015 - 3/2016

StudioC4; *North Hollywood, California*

- Produced and distributed a diverse portfolio of entertainment programming. Delivered content using technologies including virtual reality, volumetric video, live broadcast, haptics, digital cinema/photography, membership programs, apps, social media and digital rights management.
- Runner-up startup at VR Demo Day July 2015, hosted by UploadVR.

Art Director and Contributing Photographer

11/2012 - 3/2018

LFP Inc. — Hustler Magazine; *Beverly Hills, California*

- Conceptualized, designed, and laid out monthly issues.
- Directed and photographed covers, photo sets, events, and editorial features.
- Built and maintained relationships with photographers, agencies, studios, PR firms, managers, and talent to source photo sets and editorial content.
- Collaborated with vice president of publishing/internet, editor-in-chief, research director and production director to determine pagination, cover lines, production deliverables, and deadlines.
- Hired, trained and managed the associate art director as well as freelance contractors.

Graphics Manager

3/2011 - 1/2012

White Digital Media; *Carlsbad, California*

- Hired, trained, and mentored a team of 7 magazine production designers, ad designers and client care staff to produce a total of 17 monthly publications that represented more than 14 industry sectors on 6 continents.