



## ABOUT ME

With over ten years of experience in Product and Graphic Design combined, I have a demonstrated history of excellence to my current role as Creative Design Lead. My expertise spans Product Design, UX, UI, Graphic Design, Illustration, and HTML/CSS development. Holding a Bachelor of Design (Communication Design) from Swinburne University of Technology, I am an innovative and creative professional.

Having worked with major global brands such as Qantas, Snapchat, and Football Australia, I have had the privilege of contributing to high-profile projects. Additionally, my commitment to design extends to engaging in freelance work, collaborating on local and small-scale projects. From influencing the visual identity of renowned brands to making a meaningful impact on individuals through personalised branding, I approach each opportunity with enthusiasm and ambition.

In my dynamic career, I have not only been at the forefront of design for diverse industries but have also embraced emerging technologies such as AI and Blockchain, staying ahead of the curve to create cutting-edge and forward-thinking design solutions. In my current role as Director of UX/UI Design, I continue to explore innovative applications of technology, ensuring our designs align seamlessly with the ever-evolving landscape of new and emerging technologies.



## EXPERIENCE (2017 - PRESENT)

FEBRUARY 2023 - PRESENT

### BrewAI

Creative Design Lead • Full-time • Remote

As the Creative Design Lead at BrewAI, I play a pivotal role within the executive team, collaborating closely with company directors, the CEO, and software engineers.

I serve as the design adviser, leading research, creating wireframes, ideation (sketches), user flows, interactive prototypes to validate concepts, design systems, and high-fidelity designs. Additionally, I lead workshops involving key stakeholders and directors, contributing significantly to the overall design direction and success of our projects.

JANUARY 2022 - FEBRUARY 2023

### SixSix

Senior UX/UI Designer • Full-time • Remote

I joined SixSix in 2022 as a Senior UX/UI Designer, working on the Go.Thrive mobile and desktop applications. I collaborate with a team of designers, product managers, developers, and head of design.

I conduct research, create wireframes, ideation (sketches), user flows, interactive prototypes to validate concepts, design systems, high-fidelity designs, and lead workshops involving critical stakeholders. In addition to this, I collaborate closely with developers to ensure designs were implemented accurately.

APRIL 2022 - DECEMBER 2022

### Versent

Senior UX/UI Designer • Contract • Remote

I joined Versent as a contractor through SixSix as an end-to-end designer, working on the Football Australia Registrations and Payments Platform. I worked with a team of designers, developers, product managers, product strategists, business analysts, and head of design.

I conducted research, wireframes and ideation, developed user flows, created interactive prototypes to validate concepts, design systems, high-fidelity designs, facilitated workshops involving critical stakeholders, worked with developers to implement procedures, and provided advice supporting our strategic roadmap.

JANUARY 2021 - DECEMBER 2021

### My Occ Health Record

Senior UX/UI Designer • Full-time • Hybrid

I joined My Occ Health Record in 2021 as a UX/UI Designer, working on the My Occ Health Record application alongside the head of product, the head of engineering, the business analyst, and development team.

I carried out research, wireframes, ideation, user flows, interactive prototypes to validate concepts, material designs, high-fidelity designs, involved in user testing, led workshops involving the managing director and key stakeholders, and worked daily with developers to implement new features and refining existing ones.

APRIL 2018 - DECEMBER 2020

### ProvenDB

UX/UI Designer • Full-time • Remote

In 2018, I began working on ProvenDB, Southbank Software's second application project as an end-to-end designer. I worked alongside the CTO and development team, starting from the discovery phase and ending with developer-ready handover.

I conducted research, created wireframes, ideation, user flows, interactive prototypes to validate concepts, material designs, high-fidelity designs, worked with developers to implement procedures, and provided recommendations toward our strategic roadmap.

APRIL 2017 - DECEMBER 2020

### dbKoda

UX/UI Designer • Full-time • Hybrid

I began working in 2017 on dbKoda, Southbank Software's first application project as a UX/UI Designer. I collaborated with the CTO and development team to streamline and improve the product's appearance, as well as integrate new features and refine existing ones.

I carried out research, created wireframes, ideation, user flows, interactive prototypes to validate concepts, material designs, high-fidelity designs, worked with developers to implement procedures, and gave advice supporting our strategic roadmap.

*\*Experience history continues.*



## EXPERIENCE (2013 - 2017)

APRIL 2017 - APRIL 2018

### Cirro, Inc.

UX/UI Designer • Contract • Hybrid

In 2017, I was contracted with Cirro as a UX/UI Designer, collaborating with the CEO and development team to enhance the appearance and integrate new features while refine existing ones.

I conducted research, created wireframes, ideation, user flows, material designs, high-fidelity designs, and worked daily with developers to ensure designs were implemented accurately.

MAY 2015 - MARCH 2017

### Elenium Automation

Graphic Designer • Full-time • On-site

I joined Elenium Automation in 2015 and worked alongside the CEO, business analyst, and development and hardware teams.

I excelled in digital and print design, focusing on branding, product, and web design. I crafted applications like Auckland Bag Drop and Qantas Mobile boarding, handling research, wireframes, user flows, high-fidelity designs, and collaborating with developers for accurate implementation.

JANUARY 2015 - DECEMBER 2015

### Lincom Solutions

Graphic Designer • Contract • On-site

I was contracted to work for Lincom Solutions through Elenium in 2015. I worked alongside IT, and the sales and marketing teams.

I worked in both digital and print-based spaces, specialising in branding, product, web design, and marketing.

JANUARY 2013 - DECEMBER 2014

### Grand Hyatt Melbourne

Junior Graphic Designer • Contract • On-site

I joined Grand Hyatt Melbourne in 2013 as a Graphic Design Assistant during a work placement for my Bachelor of Design degree.

After completing my Bachelor of Design degree and placement, I was offered a full-time contract position at the Grand Hyatt Melbourne, as a Junior Graphic Designer.

I specialised in hotel branding, product design, and digital and print-based design. I worked alongside the head designer and the sales and marketing team.



## CAREER HIGHLIGHTS

FEBRUARY 2023 - PRESENT

### BrewChat: Custom and Private Large Language Models Platform

The BrewChat platform enables you to customise and create private Large Language Models (LLMs), harnessing the power of generative AI to help your business streamline operations, enhance data interactions, and achieve tasks faster.

APRIL 2022 - DECEMBER 2022

### Football Australia: Registrations and Payment Platform

The Football Australia Registrations and Payments platform enables their employees and other regulatory entities within the Football ecosystem to transform how they govern player eligibility and collect payment against registrations.

JANUARY 2021 - DECEMBER 2021

### My Occ Health Record (MOHR): Mobile and Desktop Application

My Occ Health Record (MOHR) is a versatile platform that securely collects and stores employee health data and can turn static data into real-time insights.

MARCH 2019 - DECEMBER 2020

### ProvenDB: Desktop Application

ProvenDB is a Blockchain-enabled database service application made by Southbank Software.

It provides a high-performance MongoDB compatible database service, with Blockchain attributes of immutability, data provenance, and provability.

JULY 2015

### Snapchat Geofilter Design (Melbourne)

In mid-2015, Snapchat announced they would accept submissions for Snapchat geofilter designs.

My submitted design was chosen by Snapchat to be an official geofilter for the city of Melbourne. It was recorded to have been used by more than 6,000 people in Melbourne in mid-2016.

OCTOBER 2015 - MARCH 2017

### Qantas: Mobile Boarding Application

Qantas Mobile Boarding is designed and manufactured made by Elenium Automation. The platform is used during peak traffic hours; customer service agents equipped with the application can tackle long boarding lines.

In addition to this, it allows agents to assist passengers with missed connections and canceled or delayed flights.



## EDUCATION

MAY 2019

### City Desktop Training

Adobe Character Animator (Adobe Certified)

MAY 2019

### City Desktop Training

Adobe Animate Essentials (Adobe Certified)

SEPTEMBER 2017

### The Knowledge Academy

Introduction to MongoDB

JANUARY 2011 - DECEMBER 2015

### Swinburne University of Technology

Bachelor's Degree, Bachelor of Design (Communication Design)

JANUARY 2010 - DECEMBER 2010

### RMIT University

Associate's Degree, Diploma of Printing and Graphic Arts (Multimedia)

JANUARY 2009 - DECEMBER 2009

### RMIT University

Associate's Degree, Cert IV in Printing and Graphic Arts (Multimedia)



## AWARDS

DECEMBER 2011

### Swinburne Art Exhibition Award

Swinburne University of Technology

I was awarded an Art Exhibition Award for participating in the Swinburne Art Exhibition in 2011. Students were awarded for submitting artwork and for their volunteer efforts.

DECEMBER 2010

### RMIT Art Exhibition Award

RMIT University

I was awarded an Art Exhibition Award for participating in the RMIT Art Exhibition in 2010. Students were awarded for submitting artwork and for their volunteer efforts.

NOVEMBER 2009

### Collie Print Trust Scholarship

RMIT University

I was 1 of 10 successful students to win a Trust Scholarship for demonstrating academic achievement and commitment to the Printing and Graphic Arts industry.



## VOLUNTEER WORK

JANUARY 2016 - PRESENT

### Helem Group (Melbourne)

Appointed Lead Designer

Helem is a non-profit Arab LGBTIQ support group for communities in Melbourne.



## SKILLS

- Branding • Sketching • Illustration • Storyboarding • Prototyping
- UX • UI • Graphic Design • Product Design • Digital Design
- Web Design • Project Management • Video • Animation • HTML
- CSS • JavaScript • Copy Writing



## INTERESTS

- Art • Technology • Film • Music • Books • Baking



## INDUSTRY EXPERIENCE

- AI • Aviation • Blockchain • Database/Storage • Employment
- Healthcare • Hospitality • Marketplace • Retail • Social Media
- Sport • Technology • SaaS • PaaS • IaaS