

# PROFILE

As a UX Designer, my passion lies in crafting transformative and innovative experiences, blending my understanding of diverse cultures and human needs with a holistic and empathetic view of design to create solutions that transcend borders. My mission is to design experiences that empower individuals across the globe and promote the success of businesses.

# SKILLS

# **UX Research & Synthesis**

- •User interviews & surveys
- Heuristic analysis
- •Competitive/comparative analysis
- •Contextual research
- Affinity mapping
- •Journey & empathy mapping
- •User flows
- Persona & user archetype development
- •Business analysis
- Service blueprints

# Solution Design & Iteration

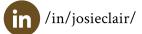
- Prioritisation (cost/impact)
- Problem solving
- •Sketching, wireframing & prototyping
- Usability testing
- Brand development
- •Information architecture
- •Business/UX strategy

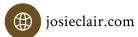
# Communication & Management

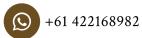
- Presenting/pitching
- •Project management
- ·Stakeholder management
- •Sales & marketing

# JOSIE CLAIR

**UX DESIGNER** 









# RECENT UX EXPERIENCE —

### Bankwest

### UX DESIGNER

Working with a team of UX Designers and across multiple cross-functional teams delivering products to financial services customers on App, Mobile and Desktop platforms.

- Discovering and designing App solutions for self service initiatives to relieve the quantity of call centre calls from customers through digitising the most common user needs.
- Updating and uplifting a credit card application journey within online banking in order to simplify the journey, make it more consistent, more accessible and a more meaningful and intuitive experince for the customer.

June 2022 - May 2024/Sydney, NSW, Australia.

# Freelance

### UX DESIGN CONSULTANT

3 week client project - Owned the re-design of a client's website, where the primary objective was to strengthen the identity and brand of Marianne Graber, a numerologist and counsellor.

- Owned all of the written & verbal communication with the client, including check in meetings, presentations & final handover meeting.
- Owned the research, strategy, problem solving, synthesis, design and iterations.
- Led the faciliatation of user feedback sessions.
- Led the development of low-high fidelity wireframes and prototype, based on synthesised user research & client feedback.
- Re-defined the brand's vision, voice, purpose, audience and business proposition. *Jan 2022 May 2022/Sydney, NSW, Australia.*

### Creativemass

# UX AND SERVICE DESIGNER

Worked with a team of Designers to deliver products for financial services clients.

- Owned the onboarding user journey review for a portal financial platform and through user research & synthesis, data driven design & iteration, communication & stakeholder management I discovered & resolved various pain points & inconsistencies to the design system in place in order to shorten the process, simplify the journey & make it more of a meaningful experience for the user.
- Worked on an accessibility strategy for a financial platform, with a short and longer term plan to meet accessibility guidelines.

Aug 2021 - Nov 2021/ Sydney, NSW, Australia.

# Delidoor

# UX DESIGN CONSULTANT

3 week client project - Led a team of 2 UX Designers, where the primary objective was to reduce customer churn for our clients, Delidoor, a frozen meal delivery service.

- Owned all of the written & verbal communication with the clients, including check in meetings, presentations & final handover meeting.
- $\bullet$  Owned the research, synthesis, documentation of findings & the annotated wireframes.
- Led the content creation & facilitation of user interviews.
- Led the development of low-mid fidelity wireframes and prototypes, based on synthesised user research, usability testing & stakeholder feedback.

June 2021 - June 2021/Sydney, NSW, Australia.

# TOOLS

- Adobe Creative Suite
- •Figma
- Invision
- Wordpress
- Whimsical
- •Miro
- Microsoft office

# EDUCATION

### UX/UI DESIGN IMMERSIVE

General Assembly Australia March 2021-June 2021 488 hour end to end UX/UI methodologies in an immersive 13 week course.

# ADVANCED BACHELOR OF INTERNATIONAL STUDIES

University of New England 2007-2011 University of Higashimatsu -yama, Tokyo, Japan 2009-2010 Majors in Languages (Japanese & Spanish) & Peace

# TRAINING

•Certificate IV in Business Management (TAFE)

and Development Work

- Leadership Course (GVI)
- •Teaching Course (GVI)
- •Training to be an online migrant agent for Spanish speaking students (Aussie You Too)

# V O L U N T E E R I N G

Volunteered in a range of different projects from homeless services to educational programs in Australia & overseas. More information available on request.

# REFERENCES

Written & verbal references available on request.

# SELECTED RELATED EXPERIENCE

#### K Loco

# OWNER/ MANAGER/ DESIGNER

Created and ran my own retail business and brand, including both a brick and mortar and online shop. Responsibilities included:

- Creating delightful user journeys at the shop, markets, events, festivals & online.
- Managing and strategising for the shop, event & festival stalls & staff.
- Designing graphics, website, clothing and shop interior.
- Developing, editing and content creating for my e-commerce website in Wordpress.
- Marketing, sales & collaborations.

May 2015-February 2021/Byron Bay, NSW, Australia.

#### **Econnect Solar**

### SOLAR SALES SPECIALIST

In home appointments (up to 25pw) with home owners interested in getting solar systems, which involved a customised design experience for every client depending on their phase power, rooves, power bills, power usage & personal needs or wants.

- Designing solar systems for clients, case by case, using "Nearmaps".
- Analysing client's electricity spendings & potential solar savings, case by case.
- Presenting, pitching & closing, case by case and meeting sales KPIs.

Feb 2019-Nov 2019/Byron Bay, NSW, Australia.

# Viva Mexico Boutique (Caravana) @ Papaya Playa Project BOUTIQUE MANAGER

"Papaya Playa Project", together with "Design Hotels", provides aspirational hospitality experiences for their guests, including merging local culture & sustainability practices. Responsibilities whilst managing their resort boutique for the high end & sustainable fashion label, "Caravana", were:

- Creating the most positive experience for the guests, up to 3000 at any given time.
- Offering high end customer service/experiences to the guests.
- Managing all shop duties.

Nov 2013 - Aug 2014/Tulum, Quintana Roo, Mexico.

# Global Vision International (GVI)

### TEAM LEADER

- Managing, intensive training & coordinating of 8-10 international volunteers at any given time. First point of contact for volunteers.
- Developing existing & new community projects with Save the Children's community project workers.
- Managing stakeholders & securing good relations with community project workers, volunteers & GVI management.
- Translating/interpreting Spanish & English between project workers, children and volunteers. Jan 2013 - Oct 2013/Playa Del Carmen, Quintana Roo, Mexico.

### Escalera

### FIELD STAFF

Weekly visits to indigenous, remote communities with Spanish speaking teams to collect data on the effectiveness of their educational programs.

- Interviewing students & conducting surveys for quantitative analysis for control trial on learning incentives.
- Photojournalism to showcase student successes.

May 2012 -Oct 2012/San Cristobal De Las Casas, Chiapas, Mexico.

# Interforex

# FOREIGN EXCHANGE BRANCH MANAGER

Promoted to Branch Manager after only 9 months working as a bank teller.

- Banking, reconciling, exchanging & balancing of all money & travellers cheques.
- Conducting international money transfers & stocking ATM machines. Staffing. *August 2006 Jul 2007/Airlie Beach, Qld, Australia.*