



About

Craft-Driven, People-Building, Senior Design Leader with 20+ years of experience in financial services, digital innovation, and brand-driven product design. Currently leading across various design disciplines including product, web and brand at ANZ Plus. I believe in thoughtful systems, fast feedback, and embedding collaborative design deep into decision-making.

I use my proven expertise and joy of crafting concepts - to prototypes - to insights-led storytelling for strategic alignment. I lead by example with a hands-on approach to bring clarity, care, and momentum to every project.

Skills

Core

- High EQ Design Leadership
- Strategic Design Thinking
- High Level Storytelling
- Stakeholder and Executive Management & Influence

Disciplines

- UI/UX Product Design
- Design Systems
- Brand and Identity
- Motion Design

Tools

Design

- Figma (all)
- Adobe Creative Cloud
- Cinema 4D
- Procreate

Prototyping / Code

- Protopie
- Play
- Webflow
- Claude

Education

- BA (Honours) – Graphic Design / Multimedia University of Ballarat 2002
- BA Fine Arts, Drawing – University of Ballarat 1998

Awards

Gold Cube – Art Directors Club, New York

Current

Principal Designer / Design Director – ANZ Plus

Jun 2019 – Present | Melbourne, VIC

- Appointed as one of two designers prior to inception; I was part of the initial team that prototyped and validated early CX concepts to define product-market fit accelerating launch readiness by 6 months setting vision and direction for the ANZ Plus product, mission, proposition and strategy.
- Defined and prototyped vision for stakeholder buy-in ensuring design pipeline was ahead of delivery refinement by 1-2 quarters.
- Recruited and scaled ANZ's design team to support launch of a digital-first banking platform, driving enterprise-wide adoption.
- Identified the need, championed and recruited for the creation of ANZ Plus' design system across iOS, Android, Web Core, Email Comms and AEM. Assets in this space have over 500% use vs their ANZ Classic counterparts.
- Influenced at an executive level to see Financial Wellbeing cemented as a core design pillar to differentiate ANZ Plus, boosting customer engagement by 23% over ANZ classic app experiences and an NPS of over +50.
- Mentored or managed 15+ designers to build internal talent pipeline, resulting in 5 promotions of mentees into senior or leadership roles over 3 years.
- Optimised ways of working in Figma, streamlining design team operations, and reporting, resulting in dramatic reduction of team and stakeholder back and forth.
- Established, managed and led all design rituals for Peer, Stakeholder and QC review with key objectives to foster growth of junior designers, providing clear and regular opportunity to present to senior stakeholders gain feedback and increase cross collaboration opportunities between teams.

Prior

Principal Designer – Digital Customer Experience – ANZ app

Mar 2018 – Jul 2019 | Melbourne, VIC

Creative Director – Group Innovation, ANZ

Sep 2014 – Mar 2018 | Melbourne, VIC

Contract Design work

Since 2000 – Telstra, MEBank, and Australia Post