






JOSIE CLAIR

UX DESIGNER

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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

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 experience 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 facilitation 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.
- 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
and Development Work

TRAINING

- Certificate IV in Business Management (TAFE)
- Leadership Course (GVI)
- Teaching Course (GVI)
- Training to be an online migrant agent for Spanish speaking students (Aussie You Too)

VOLUNTEERING

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.