



JOSIE CLAIR

PRODUCT DESIGNER

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CITIZENSHIP

Australian, Italian.

EDUCATION

UX/UI IMMERSIVE

General Assembly
2021/ Sydney Australia.

ADVANCED BACHELOR OF INTERNATIONAL STUDIES

University of New England
and University of
Higashimatsuyama
2011/ Armidale, Australia
and Tokyo, Japan.

SKILLS

UX Research & Synthesis

- User interviews and surveys
- User flows
- Heuristic analysis
- Competitive analysis
- Affinity & journey mapping
- Persona development
- Business analysis
- Service blueprints

Design, Iteration & Solutions

- Prioritisation (cost/impact)
- Sketches and wireframes
- Prototyping
- Usability testing
- IA and brand development
- Business/UX strategy

Communication

- Presenting/pitching/closing
- Project management
- Stakeholder engagement
- Persuasive communication

EXPERIENCE

Mitsubishi UFJ Financial Group (MUFG) UX/UI DESIGNER

- Delivered accessible UI kits and Desktop and Mobile UI Designs for boutique superannuation fund clients by adapting MUFG's core member centre product and ensuring on-brand customised solutions.
 - Optimised the member join journey by streamlining UX and introducing a consolidation feature, (B2C), and supported fund growth, (B2B).
- 2025 / Sydney, Australia.

Bankwest EXPERIENCE DESIGNER

- Delivered seamless, on-brand, user-centered and B2C, end-to-end UX solutions across app, mobile, and desktop platforms, for banking customers.
 - Reduced call center volume by designing self-service app features.
 - Enhanced design consistency, accessibility and conversion rates of the credit card application, working closely with developers during build.
- 2022 - 2024 / Sydney and Perth, Australia.

Creativemass SERVICE AND UX DESIGNER

- Optimised the onboarding process of a fintech portal, B2B, improving investor user satisfaction and efficiency.
 - Identified and documented live design inconsistencies, enhancing design consistency, usability, and cultivating user trust.
- 2021 / Sydney, Australia.

K Loco DESIGNER

- Designed brand identity, graphics and e-commerce store.
 - Led Marketing 3.0 strategies.
- 2015 - 2020 / Byron Bay, Australia.

Global Vision International (GVI) TEAM LEADER

- Developed and led community projects in collaboration with Save the Children.
 - Managed a team of 10, stakeholder relationships and ensured strong partnerships with project workers, volunteers, and GVI management.
- 2013 - 2014 / Playa Del Carmen, Mexico.