



## 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

# JOSIE CLAIR

## PRODUCT DESIGNER

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## EXPERIENCE

### MUFG UX/UI DESIGNER

- Delivered branded UI kits and template screens for boutique superannuation fund clients by adapting MUGF's core member centre product, ensuring accessible and on brand solutions, delighting clients.
  - Optimised the member join journey by simplifying steps and introducing a consolidation feature, enhancing UX and supporting fund growth.
- 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.