# JOSIE CLAIR

*PRODUCT DESIGNER*

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**Portfolio:** www.josieclair.com

## CITIZENSHIP

Australian, Italian.

## LANGUAGES

English (native),
Spanish (fluent).

## EDUCATION

**UX/UI IMMERSIVE**
General Assembly
2021/ Sydney Australia.

**ADVANCED BACHELOR OF INTERNATIIONAL STUDIES**
University of New England and University of Higashimatsuyama
2011/ Armidale, Australia and Tokyo, Japan.

## SKILLS

**UX Research & Synthesis**
• User interviews and surveys
• Heuristic analysis
• Competitive analysis
• Affinity & journey mapping
• Persona development
• Business analysis
• Service blueprints

**Design, Iteration & Solutions**
• Prioritisation (cost/impact)
• Sketches and wireframes
• Prototyping & user testing
• IA and brand development
• Business/UX strategy

**Communication**
• Presenting/pitching/closing
• Project management
• Stakeholder engagement
• Persuasive communication

## RECENT EXPERIENCE

### Mitsubishi UFJ Financial Group (MUFG)
**UX/UI DESIGNER**

Delivered scalable, accessible, end-to-end UX/UI solutions for a white-label product, super fund clients (B2B) and 10+ million members (B2C).
• Crafted scalable UI kits for boutique superannuation fund clients.
• Improved member satisfaction and supported fund growth by introducing consolidation to the member join flows.
**2025 - present / Sydney, Australia.**

### Bankwest
**EXPERIENCE DESIGNER**

• Delivered seamless, on-brand, user-centered, (B2C), end-to-end UX/UI solutions across app, mobile, and desktop platforms, for banking customers.
• Reduced call center volume by 20% designing self-service app features.
• Increased credit card application completion rate by 30% and halved user errors by redesigning the application.
**2022 - 2024 / Sydney and Perth, Australia.**

### Creativemass
**SERVICE AND UX DESIGNER**

• Increased onboarding completion rates by 35%, streamlining the onboarding process of a B2B fintech SaaS portal by removing confusing manual flow and guiding all users through wizard experience.
• Improved usability, consistency, and user trust, providing documented design solution foundations for design inconsistencies in live products.
**2021 / Sydney, Australia.**

### Startups and SMEs
**PRODUCT DESIGN CONSULTANT**

Delivered product design (UX/UI) solutions, increasing ROI, customer retention and optimising experiences across apps (Finax), e-commerce sites (Delidoor), MVPs (stealth startups), hospitality services (Embajada Universal) and fintech educational projects (AMI), leveraging AI tools in my process.
**2021 - present / Sydney, Australia.**

### K Loco
**DESIGNER**

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