



JOSIE CLAIR

PRODUCT DESIGNER

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Password: uxatters

CITIZENSHIP

Australian, Italian.

LANGUAGES

English (native),
Spanish (fluent).

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
- 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

Blueberry

PRODUCT DESIGNER

Delivering end-to-end product design solutions for fintech website, portal and app platforms for investor users.

2026 (present) / Sydney, Australia.

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 / 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.