



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

JOSIE CLAIR

PRODUCT DESIGNER

Email: josieclairc@gmail.com

Linkedin: [in/josieclair/](https://www.linkedin.com/in/josieclair/)

Portfolio: www.josieclair.com

RECENT EXPERIENCE

Blueberry

PRODUCT DESIGNER

Sole Product Designer for a global fintech, owning end-to-end product design solutions with a focus on onboarding conversion optimisation:

- Reduced ASIC quiz length and complexity by 50%+ (28 to 12 screens).
- Established scalable design system foundations across digital products.

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).

- Created scalable UI kits for boutique superannuation fund clients.
- Uplifted member onboarding journeys and supported fund growth by introducing consolidation into 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.
- Improved credit card application completion rates and reduced user errors errors by redesigning the application.

2022 - 2024 / Sydney and Perth, Australia.

Creativemass

SERVICE AND UX DESIGNER

• Simplified onboarding for a B2B fintech SaaS portal by replacing fragmented manual processes with a guided wizard experience.

• Established design system foundations to support scalable product delivery and consistency.

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.