

David Walker

Digital / UI / UX / Branding / Illustration

M: 0481 785 472

E: vdoubleu75@gmail.com

W: www.walking.com.au

ABOUT ME

Providing simple solutions to complex problems

I am a Senior UX/UI Designer with over 20 years of industry experience in the online world. My design philosophy is about easy and effective communication in a way that seamlessly blends form and function to provide memorable experiences. This is always my aim no matter how big or small the project.

I have confidently run design teams on large, multi-million dollar projects, first understanding customer needs, then working to develop and test prototypes and concepts, and finally working with business owners and development teams to ensure the design is understood and implemented correctly. I am more than comfortable working with multidisciplinary agile teams and through this time have become an expert in fixed, mobile and responsive design.

EXPERIENCE

Wontok, Sydney — *Senior UX/UI Designer*

APRIL 2020 - PRESENT

Build up Wontok's product offering as it looks to expand its existing customer base and venture into new markets. Develop a family of products and design language across Web, iOS, Android, macOS and Windows.

- Understanding customers needs to develop journey maps and wireframes for new features and complete rebuilds of their SaaS web portal and native iOS and Android security apps.
- Undertake competitor analysis for solution fit into new markets.
- Developed the complete design system based on atomic design principles for their online web portal before expanding this out to device, creating a suite of products.
- Working closely with local and internationally based development teams to support and maintain design integrity.
- Maintained the design backlog and documentation via Jira Kanban boards and Confluence pages.

Integrity Life, Sydney — *Senior UX/UI Designer*

JULY 2019 - MARCH 2020

Provided design guidance and consistency across Integrity Life's (SaaS) Advisor Portal by working closely with management, UX designers and developers.

SKILLS

Problem Solving

UI & UX Design

iOS, Android and Web Apps

Prototyping

Styleguiding & Brand Management

Flexibility and Adaptability

Mentoring

Icon Creation & Illustration

SOFTWARE

Adobe Creative Cloud

Sketch

Figma

Invision (Incl. DSM)

Principle

Just In Mind

Balsamiq

Microsoft Office

Lucidchart

Keynote

EDUCATION

RMIT University, Melbourne
- Bachelor of Design in Industrial Design (1995)

- Developed, documented and implemented a comprehensive style guide for all assets across Integrity Life's Adviser Portal and then evangelised the new design framework throughout the company.
- Worked closely with the head of branding to create and consolidate brand assets including brand definitions, portal assets, icons and illustrations.
- Worked closely with other designers to provide design guidance and training in Sketch and the new design systems.
- Interviewed advisors and end customers to garner feedback on the portal, proposed features and to understand their motivations.
- Organised and ran workshops for requirements gathering and solutioning.
- Developed Journey Maps for new features
- Prototyped new flows and features to test with Advisers and end customers.

Data Republic, Sydney — *Senior Design Lead*

JANUARY 2018 - MAY 2019

Charged with redesigning their Senate (SaaS) Platform from the ground up by understanding customers' needs and motivations.

- Understand customers' needs and pain points within the platform and industry in general.
- Evaluate new features as they move through stage gates.
- Prototype new flows and features to test with customers.
- Established a comprehensive style and component guide for their online 'Senate' Platform working closely with developers to have it implemented.
- Evangelised the design framework throughout the company.
- Actively tested and reviewed features ahead of launch to ensure the consistency of design and experience.
- Spearheaded the creative work for Data Republic's rebrand, the outcome was a complete brand and asset refresh that continues to be rolled out.

Tyro Payments, Sydney — *Product Designer*

FEBRUARY 2016 - JANUARY 2018

Designed new products, features and enhancements across Tyro's banking app, Merchant Portal, marketing website and onboarding experience by taking initiatives from ideation through to implementation.

- Requirements gathering & competitor analysis to evaluate solution fit.
- Running workshops and brainstorming sessions.
- Develop wireframes and prototypes to test with customers against agreed success metrics
- Designed, prototyped and tested Tyro's new banking app from the ground up. Analysed business requirements, customer feedback and product roadmap to deliver an amazing product. Embedded within development teams to ensure successful delivery.
- Developed the visual style guides across their banking apps and web portals, utilising platform centric elements to speed up development while still maintaining Tyro's unique brand personality.
- Brand champion throughout the wider company to provide guidance and consistency across development.

Singtel Group, Singapore — *Senior Digital Designer*

JANUARY 2013 - DECEMBER 2015

Senior Designer within the Digital Experience Team working on, and overseeing, the implementation of design standards across a number of projects.

- Led the UX and UI for the redevelopment of Singtel's customer self-service app: MySingtel. Including requirements gathering, wireframing, prototyping, testing and developing Singtel's digital visual language across devices.
- Led the design for the complete revamp of Newsloop, a news aggregation app across devices, helping to drive the eventual direction of the app, both from a design and usability standpoint.
- Providing guidance and mentorship to younger designers around their work and responsibilities.
- Led the design engagement on a number of projects including the inSing.com web portal, inSing.com Movies app, the HOOQ video streaming app and the Wavee chat app.

Optus, Macquarie Park — *Senior Digital Designer*

JANUARY 2005 - JANUARY 2013

Led the design direction for the Optus Shop, Optus My Account and OptusZOO redevelopments. Provided visual and UX input inSing.com (Singapore's premier lifestyle portal) across their desktop and mobile websites.

Walking Productions, Sydney — *Creative Director*

MAY 1997 - PRESENT

Working directly with clients to identify and design solutions to help them build their business.

HOBBIES

Photography

AFL & Cricket

Gardening

Illustration & Painting

TV & Movies

Pokemon Hunting

www.walking.com.au