



SAM DAWSON

USER EXPERIENCE DESIGNER

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I am a Sydney-based UX Designer & Researcher with a background in marketing and communications. Experienced in creating mobile apps, websites, and web portals, with a focus on user-centered design.

Skilled in leading design teams and mentoring graduating designers, fostering growth and collaboration. Proficient in building and maintaining Design Systems. Passionate about employing an iterative design process rooted in empathy and inquiry to identify the right problems. Committed to working in collaborative environments and embracing continuous learning.

2024 - Present

**Senior UX Designer
Angle Auto Finance**

Responsible for all UX/UI Design at Australia's largest independent car loan company. Establishing the design strategy and system to underpin the company while creating all the digital interfaces.

2024 - 2024

**Lead UX Designer
Bet Technology**

Managing a team of three designers to deliver a world class sports betting and digital casino experience. Creating an environment of creativity and innovation to develop the team and uplift the quality and speed.

2022 - 2024

**Product Designer
Macquarie Bank**

End to end UX & Service Design for Macquarie Bank internal products & services. The lead designer for an internal platform and native mobile application delivered in six months to service the 20,000+ Macquarie employees. Mentor to designers developing their skills.

2021 - 2022

UX Designer Arup

Arup is one of the world's largest engineering firms. I provided end to end UX & Service Design on a range of products.

2019 - 2021

**UX Specialist
RecordPoint**

RecordPoint is a data management platform. I was responsible for developing the strategy and UX design. Analysing and improving the accessibility across the platform. Introducing AI the platform.

2018 - 2019

**UX Strategist
8D Digital**

8D Digital is a global digital agency. Managing the design process from concept to product launch for app & website design for the client base.

2017 - 2018

**UX Designer
AKQA (contract)**

Part of an agile team working on the Optus account. Developing projects with key stakeholders to create wireframes for front-end development

EDUCATION

**USER EXPERIENCE DESIGN IMMERSIVE
GENERAL ASSEMBLY 2017**

**BACHELOR OF ARTS, MAJORS IN PHILOSOPHY & HISTORY
AUSTRALIAN NATIONAL UNIVERSITY 1997**

**PRODUCT MANAGEMENT
GENERAL ASSEMBLY 2018**

**DIPLOMA OF PROJECT MANAGEMENT
AUSTRALIAN INSTITUTE OF MANAGEMENT 2015**