SAM DAWSON

UX DESIGNER

ABOUT ME

I am a Sydney based UX Designer & Researcher with a background in marketing and communications. My iterative design process involves finding the right problem through empathy and inquiry - skills I have been developing throughout my career.

I am looking to work in a collaborative environment with interesting and engaging people who embrace a culture of learning.

SKILLS

User interviews	Empathy maps
Survey creation	Persona creation
Competitor analysis	User journey mapping
Workshop facilitation	Stakeholder management
Value propositions	Wire-framing
Business canvas	Prototyping
Service blueprints	Synthesis
User testing	Mentoring

CONTACT

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WORK EXPERIENCE

2022 - Present

UX 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. Instrumental in foundation of Macquarie's design system GEL.

2021 - 2022

UX Designer Arup

Arup is one of the world's largest engineering firms. I provide end to end UX & Service Design on a range of products including; 3D/Drone Inspections, lighting analysis platform, risk assessment and Carbon Tracking for the entertainment industry.

2019 - 2021

UX Specialist RecordPoint

RecordPoint is a data management platform. I am responsible for developing the strategy and UX design. Building accessibility into the platform and creating machine learning into the platform.

2018 - 2019

UX Strategist 8D Digital

Managing the design process from concept to product launch for app & website design, payment solutions, ride sharing, blockchain, machine learning & AI.

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

2017

UX Designer Storage King (contract)

Tasked to make recommendations on the website after conducting qualitative & quantitative research through user interviews and analytics

EDUCATION

2018 — **PRODUCT MANAGEMENT**
GENERAL ASSEMBLY

2017 — **USER EXPERIENCE DESIGN IMMERSIVE**
GENERAL ASSEMBLY

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

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

TOOLS

MAZE	SKETCH	FIGMA	GOOGLE
MURAL	AXURE	CHURN ZERO	ANALYTICS
MIRO	INVISION	ASKABLE	ADOBE PRODUCTS
SURVEY MONKEY	MARVEL	HOTJAR	WORDPRESS