

Hello, I'm Mike



UX/UI Designer

While I am a designer by trade, over the past decade I have gained experience and expertise across digital strategy, UX/UI design & development, managing processes & people, as well as maintaining happy clients.

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Core Skills

UX Research, Testing & Prototyping

Research techniques, usability testing principles and methods, user goals, motivations, and work patterns, persona and scenario creation, information architecture and information design, interaction design (function-level interaction principles and concepts), interface design (component-level interaction principles and concepts), GUI development principles, tools, and technologies.

Weapons of Choice

fullstory



Optimizely

Google Analytics

User Testing

axure

OmniGraffle

inVISION

B Bootstrap

Education

Bachelor of Industrial Design, UNSW Sydney Australia (2005).
St. Joseph's College, Hunters Hill Sydney Australia (1995).

Work

January 2017 - Current
UX Design Lead
BizCover Pty Ltd, Sydney Australia

BizCover is Australia's No. 1 online small business insurance service provider, helping you compare quotes & buy business insurance.

My role within the BizCover business is to be an advocate for the customer, delivering and maintaining empathetic, simple and easy customer experience starting at the marketing lead generation website and into the funnel of the quoting engine, in all its complexity.

July 2015 - November 2016
Head of UX
Open Colleges, Sydney Australia

Open Colleges is one of Australia's leading providers of online learning, associated with NSW Tafe, and a host of other tertiary education associations.

At OC my role is to lead the UX team on the digital marketing side of the business, mainly focussed on lead generation, mobile-first design principles and maintaining the brand across a wide variety of customer touch-points - with strong emphasis on testing, data and performance analysis helping drive decision making and solution design.

May 2013 - July 2015
Design Lead
The Interaction Consortium, Sydney Australia

The IC is a boutique CMS development company specialising in Django - a powerful Python based CMS and maintains a large client roster, such as the MCA, Museums and Galleries NSW, National Institute of Visual Arts, The Scots College, Nurun and Ministry of Sound, among others.

My role is a varied one at the IC - from helping to scope out projects, pitch ideas to managing and leading the creative and UX design areas of the business. I also maintain end-to-end involvement in the processes, clients and developers while I manage goals and expectations, as well as facilitating collaboration between ourselves and other external teams and stakeholders.

October 2012 - May 2013
Digital Producer
Traffik Marketing (Clemenger BBDO), Sydney Australia

Traffik is an experiential marketing agency focusing on live experiences with digital at the forefront of their activations.

My time at Traffik consisted of scoping, planning, concepting and managing digital projects in collaboration with the creative and client services teams. My responsibilities spanned the entire length of projects including pitching, budget management, client liaisons, developer management and delivery.

May 2011 - July 2012

Senior Interactive Designer

Publicis Healthcare (Saatchi & Saatchi Health), Sydney Australia

Publicis Healthcare Communications Group is a pure digital agency specialized in healthcare communications, with a strong e-health and information technology focus. Main client roster included Sanofi, AstraZeneca, Pfizer and Merck, to name a few.

The focus of my role was leading the design of an array of digital assets, mainly contained to private portals for HCP's and iPad-based sales tools - known as iDetail aids - for Pharma reps presenting directly to healthcare professionals.

Feb 2009 - Mar 2011

Interactive Designer

Nonin Medical, Minneapolis MN USA

Other Interests

Music, art, sports, craft beer, American BBQ (My wife and I own 4 smokers and spend our weekends cooking at breweries around Sydney and NSW)