

## ABOUT ME

Full of entrepreneurial spirit, I love building products that are well thought out and provide the consumer with a delightful experience. I'm experienced working with qualitative & quantitative data to deliver an experience that drives value to both the consumer and business.

## RECENT EXPERIENCE

Founder of HealthCoach (<https://healthcoach.io>) 2016 - Present

Sydney, Australia

- Responsible for all Product Management, UX, UI Design, UI Development, and any other tasks required (ie. marketing, growth, etc)
- Performed user research to identify consumer needs and relate them back to key business goals
- Ideated and conceptualised entire project
- Currently bootstrapping the entire project

UI/UX Designer (Freelance) 2014 - Present

Sydney, Australia

- Design and code website templates for sale on marketplaces such as ThemeForest & WrapBootstrap
- Conducted all UX/UI-related tasks for various side projects I've worked on (low-high fidelity wireframes, mockups, prototypes, and front-end development)

Product Manager at Bucketlist.org (<https://bucketlist.org>) 2015

Vancouver, Canada

- Performed all UX/UI Design for both Web and Mobile (wireframes, mockups, prototypes, some front-end development)
- Conceptualised & implemented new features and a vast amount of product improvements to enhance the overall performance, design, and user experience of the product
- Responsible for a project that delivered a 205% increase in user engagement, which also led to an increase in user acquisition
- Owned the Product Strategy and Roadmap
- Restructured the product development workflow to incorporate a more agile workflow (using 3 week sprints).
- Conducted all project management and QA for new projects, features, and enhancements to the product

Product Manager at DramaFever (<https://dramafever.com>) 2014 - 2015

New York, USA

- Took ownership of entire features from ideation to completion
- Created wireframes, mockups, and prototypes for new product enhancements/features
- Implemented a project that led to a 25% decrease of incomplete user signups, thus improving the product's ability to convert free users into paid subscribers
- Determined and evaluated success metrics of features and constantly come up with ways to improve their products
- Collaborated with a talented team of designers, developers, and marketers
- Crafted a launch plan for every new feature, gathered user feedback to further improve product features

Junior Product Manager at hyperWALLET (<https://hyperwallet.com>) 2014

Vancouver, Canada

- Managed product delivery from concept, through design, development and launch
- Developed user stories, use case specifications, wireframes, prototypes, and reviews
- Engaged with customers and internal users to hone and refine product capabilities and user experience
- Worked closely with product, development, and QA to ensure alignment and joint accountability for successful achievement of project goals
- Managed backlog of product enhancements and feature requests

Product / Customer Success at Advisor Websites (<https://advisorwebsites.com>) 2012 - 2014

Vancouver, Canada

- Produced wireframes, prototypes, performed user testing, and took ownership of new product features and themes
- Worked with cross-functional teams to gather, organize, and prioritize product processes & improvements
- Created and maintained product strategy and roadmap
- Created production-ready designs for overall product UI
- Implemented, monitored and improved product metrics

## EDUCATION

General Assembly 2017

Completed a 10-Week User Experience Design Course (UXD36)

University of Technology, Sydney 2006 - 2010

Graduated from a Bachelor of Science in IT/Diploma in IT Professional Practice

St. Patrick's College, Strathfield 1998 - 2005

Successfully completed the Higher School Certificate

## SIDE PROJECTS

Working Nomads

Working Nomads is a jobs board, dedicated to remote jobs in the digital industry. I built the product myself, from UI design, to learning how to code in Ruby on Rails, to deploying and hosting it on Heroku.

Template Designer & Developer on [themeforest.com](https://themeforest.com) & [wrapbootstrap.com](https://wrapbootstrap.com)

I have several HTML templates, built with HTML, CSS, and jQuery, live on these two Premium Theme Marketplaces.

Quriocity

Quriocity was a social recommendation app where you could ask questions and receive personalized answers. This was the first app that I created several years ago.