

Michael Cronin

Principal Product Designer · Service Designer · Design Technologist

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INTRO /

I'm a product, service and experience designer with more than fifteen years across startups, agencies, enterprise and government. My work sits at the intersection of research, strategy, design and technology — understanding complex problems, aligning diverse stakeholders, and shaping products, services and systems that work across web and mobile.

I've designed authenticated, high-traffic government services used by millions of Australians, and I'm equally comfortable leading end-to-end product design, shaping strategy alongside product and engineering partners, and growing the designers around me.

More recently my practice has expanded into AI-assisted product development and agent-based workflows, to help explore and understand problems, test ideas and ship useful products faster.

I do my best work in complex, regulated environments where customer needs, business objectives, accessibility, constraints and technical realities all have to be balanced into practical, valuable outcomes.

CAPABILITIES /

- Product and platform design
- Service and experience design
- Customer research and discovery
- Interaction design and prototyping
- Design systems and reusable experience patterns
- Accessibility and inclusive design
- Research synthesis and insight development
- Product strategy and prioritisation
- Workshop facilitation and stakeholder alignment
- Design leadership and mentoring
- AI-assisted design and agent-based workflows
- Governance, assurance and operating process design
- Complex, regulated environments

Strategic Service Design Lead

Department of Health, Disability and Ageing

Working across Australia's health, disability and aged care ecosystem, I connect human outcomes with policy, operations, technology and digital investment.

My work spans large-scale discovery, stakeholder engagement, service design, future-state modelling and strategic planning, developing experience frameworks, ecosystem models and transformation approaches used to support decision-making across some of Australia's most complex public service environments.

Alongside strategic design activities, I've been helping establish the organisation's approach to AI by designing governance and assurance models, identifying high-value use cases, and shaping how emerging technologies can be introduced responsibly across products and services.

The work produced strategic artefacts that helped align digital strategy, enterprise architecture, investment planning and future-state transformation discussions across the portfolio.

2021 → 2023

Senior Product Designer

National Australia Bank

At NAB I led product design within Business Banking transformation, turning complex lending and operational processes used by bankers every day into products that were easier to use, understand and deliver. The role combined customer research, workflow and interaction design, prototyping and stakeholder alignment.

Working closely with product managers and engineers, I contributed to the design and evolution of systems supporting some of the bank's most important operational functions.

The work helped simplify complex banker-facing lending and operational workflows, giving product, technology and business teams a clearer basis for design decisions, prioritisation and delivery.

Interaction Designer **Digital Transformation Agency**

On myGov and Digital Identity I helped design authenticated government services used by millions of Australians, the kind of high-trust, high-traffic experiences where accessibility, security and policy constraints meet real human needs.

The role spanned user research, interaction design, prototyping and accessibility-focused design across devices, balancing customer needs with policy, security and technical requirements in a highly regulated environment.

2017 → 2021

Human-Centred Design Lead **Westpac Group**

At Westpac I led human-centred design across major Business Banking transformation programs, focused on understanding customer and workforce needs, aligning stakeholders around evidence, and designing future-state experiences capable of supporting large-scale organisational change.

Alongside delivery I coached teams in design thinking, Lean UX and customer-centred delivery, growing the confidence and craft of the practitioners around me.

Prior to Westpac I worked across startups, agencies and consulting engagements delivering product design, UX, research and digital services across health, telecommunications, finance and emerging technology sectors.

These roles established the foundations of my practice and provided experience across the full lifecycle of digital product and service development, from discovery and strategy through to design, prototyping and delivery.

St. Joseph's College, Hunters Hill

Bachelor of Industrial Design – University of New South Wales