

Michael Cronin

Service Design • Design Technologist • AI • Enterprise Systems
Sydney, Australia • mike@torresiancrow.com.au

INTRO /

Design Technologist with more than fifteen years of experience designing products, enterprise platforms and digital services across government, banking, startups and consulting. My work combines product design, systems thinking and software engineering to solve complex problems, whether that’s shaping Australia’s future digital health ecosystem, building AI-enabled products or designing modern delivery practices.

Alongside leading enterprise transformation, I actively build software using modern languages and technologies, exploring how AI changes product development, design workflows and the relationship between designers and engineers. I enjoy working where strategy meets implementation and where good ideas are validated by building rather than speculation.

EDUCATION /

Bachelor of Industrial Design – University of New South Wales

CAPABILITIES /

Product Design

- Product Strategy
- Product Design
- Experience Architecture
- Service and System Design
- Design Systems

Business Architecture

- Capability Modelling
- Enterprise Architecture
- Digital Strategy
- Operating Models
- Complex Systems

AI & Design Technology

- AI-native Product Development
- LLM Experience Design
- AI-assisted Engineering
- Workflow Automation
- Rapid Prototyping

2017 → Current

Founder Torresian Crow Consulting

Founded Torresian Crow to combine strategic design consulting with hands-on product development, bridging product design, enterprise transformation and technology. Alongside consulting engagements, I actively design and build digital products to explore how AI and emerging technologies are changing the way products are conceived, designed and delivered.

The practice enables me to continually experiment with new tools, workflows and product ideas, applying those learnings to complex client environments across government, banking and commercial sectors. It has become an ongoing platform for combining systems thinking, human-centred design and practical product development to solve complex problems from strategy through to implementation.

2023 → Current

Strategic Service Design Lead Department of Health, Disability and Ageing

Working across Australia's health, disability and aged care ecosystem, I help shape the future of digital services by connecting human needs with policy, technology, enterprise architecture and strategic investment. My work spans the development of national digital strategy, experience architecture, capability models and future-state operating concepts that support decision-making across one of Australia's most complex public service environments.

Alongside leading strategic design, I have helped establish the department's approach to AI by identifying high-value opportunities, designing governance and assurance models, and exploring how AI can responsibly improve service delivery, workforce capability and internal decision-making. The work has produced strategic artefacts that inform digital strategy, enterprise architecture, investment planning and long-term transformation across the portfolio.

Senior Product Designer National Australia Bank

Led product design across major Business Banking transformation initiatives, redesigning complex banker-facing platforms supporting lending, origination and operational decision-making. Working within multidisciplinary product teams, I translated complex business processes into simpler, more intuitive digital experiences while balancing customer needs, regulatory obligations and technical constraints.

Partnering closely with product managers and engineers, I helped shape product direction, prioritisation and delivery across large-scale banking platforms. The work simplified operational workflows, reduced complexity for frontline staff and established stronger foundations for future product evolution.

2017 → 2021

Human-Centred Design Lead Westpac Group

Led Human-Centred Design across large Business Banking transformation programs, bringing customer evidence, systems thinking and design leadership into complex organisational change. I worked across product, technology and business teams to align future-state operating models, improve customer and workforce experiences, and support the delivery of strategic transformation initiatives.

Beyond delivery, I established design practices, coached multidisciplinary teams and embedded human-centred approaches across large programs of work. This included mentoring designers, improving delivery capability and helping teams adopt more evidence-based approaches to product and service design.

Before moving into enterprise transformation, I worked across startups, digital agencies and consulting, designing products and digital services across many industries and sectors. These roles gave me experience across the full product lifecycle, from discovery and research through to interaction design, prototyping and delivery, while building the multidisciplinary foundation that continues to shape my practice today.