

# Michael Cronin

## Lead Product Designer

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### SUMMARY

I'm a product designer based in Sydney, Australia and I specialise in service and experience design. For the past 10 years I have worked with a diverse range of companies including startups, agencies, government & corporates to deliver better experiences. I enjoy complex problem solving, working in dynamic and multi-discipline teams, while leading design principles and processes from the beginning of a project to the end.

When I am not at my keyboard I enjoy music, art and especially cooking - where I have grown a love for American-style barbeque, sausage-making and exploring food both locally and overseas.

### EXPERIENCE

#### **NAB** / Senior Product Designer (contract)

NOVEMBER 2021 - PRESENT

Working in the business banking transformation team, focussed on internal banker software experiences, including UX research, journey mapping, banker & stakeholder interviews and UI design, rapid prototyping and handover.

#### **DTA (Fed. Govt.)** / Interaction Designer (contract)

FEBRUARY 2021 - NOVEMBER 2021

My remit within the Digital Transformation Agency was the core products: myGov & Digital Identity, focussing on user-research, interviews, UI design, coded prototyping and delivering strategy and advise to our immediate Ministers and other executive group stakeholders.

#### **Westpac Group** / Human-centred Design Lead

JUNE 2017 - FEBRUARY 2021

Working in the Business Banking Transformation team on projects of varied scale and complexity, leading the Human Centred Design process including: UX research & design, leading and coaching Design Thinking methods, bringing stakeholders along on the design journey and working with external partners on enterprise-level software integration projects.



**Spirit of Excellence Award:** Merchant Digital Platform

#### **BizCover** / UX Design Lead

JANUARY 2017 - JUNE 2017

My role within the BizCover business was to be the customer advocate within the team, delivering and maintaining empathetic, simple and easy customer experiences from lead generation into the funnel of the product quoting and acquisition.

EDUCATION

**UNSW** / Bachelor of Industrial Design  
**St. Joseph's College** / HSC

CLEARANCES

**Baseline Security Clearance** / Australian Federal Government

SKILLS & TOOLS

**Leadership:** Coaching & mentoring / Design Thinking / Strategic design / stakeholder management

**Research:** Data analysis / Journey Mapping / A-B Testing & experiments / Interviews & UX research

**Design:** User flows / Information architecture / Concept sketching / UX / wireframes & mockups / UI / Interaction design / design systems & pattern libraries

**Prototyping:** Rapid prototyping / HTML, CSS & JS / Bootstrap component library

**Collaboration:** Workshops / Design sprints / Agile / Lean / Communicative

**Software:** Adobe Suite / Figma / Sketch & Invision / Axure / Balsamiq / SublimeText3 / JIRA & Confluence / FullStory / Optimizely

References on request.