



Michael Cronin

Product Designer

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Experience

NAB / Senior UX Designer (contract)

NOVEMBER 2021 - PRESENT

Working in the business banking transformation team, focussed on internal banker software projects, including UX research, journey mapping, banker & stakeholder interviews and UI design - within a multi-discipline team.

DTA (Fed. Govt.) / UX/UI 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, UX design, 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.

Open Colleges / UX Lead

JULY 2015 - NOVEMBER 2016

The Interaction Consortium / UX & UI Designer

MAY 2013 - JULY 2015

Education

UNSW / B. Industrial Design

St. Joseph's College / HSC

Clearance

Baseline Security Clearance

Skills

Leadership: Managing & mentoring / Design Thinking coaching / Presenting & pitching / Strategy

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 critiques / Agile / Lean / Communicative / Flexible

Software: Adobe Suite / Sketch & Invision / Axure / Balsamiq / SublimeText3 / JIRA & Confluence / FullStory / Crazy Egg / Optimizely