



Michael Cronin

UX/CX/UI Designer

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Experience

Westpac Group / Senior Human-centred Designer

JUNE 2017 - PRESENT

I primarily work in the BBT (Business Banking Transformation) team working on projects of varied scale and complexity within a small design team known as Human Centred Design (HCD). Some of these projects include customer-facing applications and others involve large-scale software builds for banker's and other servicing teams within the entire Westpac Group.



Spirit of Excellence Award: Merchant Digital Platform/ATO

BizCover / UX Design Lead

JANUARY 2017 - JUNE 2017

My role within the BizCover business is to be an advocate for the customer, delivering and maintaining empathetic, simple and easy customer experience starting at the marketing lead generation website and into the funnel of the quoting engine, in all its complexity.

Open Colleges / Head of UX

JULY 2015 - NOVEMBER 2016

At Open Colleges my role is to lead the UX team on the digital marketing side of the business, mainly focussed on lead generation, mobile-first design principles and maintaining the brand across a wide variety of customer touch-points - with strong emphasis on testing, data and performance analysis helping drive decision making and solution design.

The Interaction Consortium / Design Lead

MAY 2013 - JULY 2015

My role is a varied one at the IC - from helping to scope out projects, pitch ideas to managing and leading the creative and UX design areas of the business. I also maintain end-to-end involvement in the processes, clients and developers while I manage goals and expectations of stakeholders. Worked with: MCA, Museums and Galleries NSW, National Institute of Visual Arts, The Scots College, Nurun and Ministry of Sound, among others.

More at: [linkedin.com/in/mickcronin/](https://www.linkedin.com/in/mickcronin/)

Education

UNSW / B. Industrial Design

St. Joseph's College / HSC

Skills

Research: Data analysis / Task analysis / A-B Testing & experiments / Interviews / Test & Learn methodology

Design: Strategy & vision / User flows / Information architecture / Concept sketching / wireframes & mockups / UI graphics / Interaction design / style guides & pattern libraries

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

Collaboration: Workshops / Design critiques / Agile / Lean / Communicative / Flexible

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