

JASON WALL

Product Design Lead • Available in London from April 2024

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INTRODUCTION

Aussie Product Design Lead. Just touched down in London. Ready to get stuck in.

Hello, I'm Jason – a Product Design Lead who guides people and projects towards success. I'm all about driving collaboration to unleash the power of design and achieve outstanding results. I specialise in mobile app design, with a particular interest in fintech and consumer products. Originally from Sydney, I've recently settled in the UK with my wife, who is from Surrey (I have full working rights via a partner visa). I'm excited to explore the latest in London's design scene and discover where I can make my next impact.

EDUCATION

Bachelor of Design
(Graphics/Media),
University of NSW
College of Fine Arts

TOP SKILLS

- Discovery
- Expert Review
- Design Research
- Concept Ideation
- User Testing
- Wireframing
- Prototyping
- User Journeys
- Mobile/Web Apps
- Visual Design
- Design Systems
- Accessibility

TOOLS

- Figma
- Miro
- Adobe CC
- Atlassian
- Askable
- Lottie

LEADERSHIP

- Build Trust & Culture
- Consult & Facilitate
- Identify Opportunities
- Define Strategic Vision
- Direct & Mentor Talent
- Deliver Business Growth

EXPERIENCE

Apr 2024 –
Present



ADP List, Worldwide – Design Mentor

Mentoring product designers from junior level through to senior. This is a volunteer role that includes portfolio reviews, career guidance, skills enhancement and more.

Aug 2021 –
Mar 2024



Bilue, Sydney – Acting Head of Design & Lead Product Designer

Led a team of 5 mobile product designers, fostered a culture of curiosity, quality and collaboration. Successfully recruited and onboarded new talent. Provided mentorship to mid-senior designers through 1-1s, pairing sessions and group/individual training. Ran agile ceremonies such as standups, design critiques, retros and showcases. Built strong client relationships, identified sales leads and contributed to new business growth. Operated as a player/coach manager and spearheaded many design engagements from kickoff workshop through to app store release and beyond. Standout projects for me included a brand new fintech mobile app, an indepth product discovery for a consumer bank, plus a strategic product redesign to scale a fitness mobile app.

Apr 2021 –
Aug 2021



Macquarie Bank, Sydney – Senior UI/UX Designer

Sat within a squad focused on Personal Banking. I contributed to two native apps and a web portal. These included Macquarie Mobile Banking, Authenticator and Macquarie Online Banking. I delivered and explored several features including: a new registration and onboarding experience for Authenticator, one-click account closure, secure key cloud backup, asset finance loan management and merchant logo display.

**Jun 2019 –
Apr 2021**



Telstra, Sydney – Senior UI/UX Designer

Designed new features for native mobile apps (iOS/Android) and responsive websites used by 7 million Australians. Explored challenges across customer onboarding, profile management and pre-paid mobile services. Conducted discovery workshops, sparring, guerrilla testing and usability lab testing. Negotiated with solution architects, devs, analysts and testers to resolve complex tech challenges. Worked with design systems, content writers and accessibility experts to meet high standards of quality assurance.

**Jun 2017 –
Jun 2019**



InfoTrack, Sydney – UI/UX Designer

Owned the design of several new web apps and feature uplifts. Contributed through the end-to-end process including research, wireframing, prototyping, user testing and visual design. Facilitated research and field studies with users to gain insights and validate concepts. Co-designed with internal stakeholders to ensure products were strategically aligned. Collaborated with devs on feasibility, user stories and build review.

**Apr 2015 –
Mar 2017**



Red Consultancy, London – Digital Designer

Created attention-grabbing digital experiences for big consumer brands. Delivered integrated campaigns via websites, apps, social media and email marketing. Worked with digital strategists, IA specialists, illustrators, project managers and web developers. Developed concepts, wireframes, prototypes, visual designs and saw them through to build. Conducted guerrilla methods of user testing to meet lean timelines and budgets.

**Feb 2014 –
Feb 2015**



Fuji Xerox, Sydney – Visual Designer

Member of a dedicated design team, independent from other departments. Produced work for Fuji Xerox's partners including Harley-Davidson, Harvey Norman, Macquarie Bank, Optus, and The University of Sydney. Partnered with a customer experience strategist on requirements and collaborated with developers to see projects through to build. Delivered branded content for websites, apps, email marketing and social media.

**Oct 2008 –
Jan 2014**



Various, Sydney – Graphic Designer

In the past, I was a graphic designer. I created all sorts of branded communications for various agencies in Sydney.

References available upon request

Cameron Barrie, Founder & CEO, Bilue

Jenny Lam, Lead Product Designer, Bilue