



CONTACT

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SKILLS

- building agile environments
- leading teams and mentoring
- design strategy
- creating concise user journeys
- wire-framing
- information architecture
- usability testing
- fast prototyping
- collaborative nature

TOOLS

Creative Suite, Sketch, Axure, Figma, Invision, Zeplin

EDUCATION

USER EXPERIENCE DESIGN

ACADEMY Xi

Sydney, Australia

MA SPORTSWEAR DESIGN

Graduated in 2008 with Honors

University of Derby, UK

BA INDUSTRIAL DESIGN

Graduated in 1996 with Honors

University of Canberra, Australia

AWARDS

Source Award - UK

Innovation Award

- ISPO, GERMANY

Outdoor Award

- ISPO, GERMANY

LANGUAGES

English / French / Spanish

INTERESTS

Travel / Photography / Design

Roland Wimbush

Experience design leader

I am an Experience design leader with a passion for transforming complex problems into compelling and usable solutions. I have experience humanising technology for the government and global organisations, designing products and services that improve human situations for nonprofits and creating and building meaningful and innovative start-ups. I have successfully lead and managed design teams both locally and internationally.

SERVICE NSW / September 2018 - PRESENT

Sydney, Australia

Senior Product design lead for Energy Switch

Lead the design direction for the comparison and switch tool which recently aired on all major TV stations • Manage external designers • Research and integrate emerging technologies • Support all design decisions with user testing and analytical evidence

CANCER COUNCIL / April 2018 - September 2018

Sydney, Australia

Digital Experience Manager and UX/UI Design lead

Manage the newly created Digital Experience Team to ensure a consistent experience across the entire digital portfolio • Develop mock-ups, wireframes and prototypes as well as create original UI designs that reflect the brands image as an innovative leader in the industry • I was also involved in the execution of the new National Digital Program – a consolidation of all corporate sites across the Cancer Council Federation.

AUSSIE GRIT APPAREL / 2016 - 2018

Founded by Formula 1 driver Mark Webber - Sydney, Australia

Design Director and UX/UI lead

Establish the overall design direction and branding • Design and ongoing iteration of e-commerce website • creation of membership reward native app • create style guide for UI and other digital elements • perform user testing • analyze feedback data • review competitors' products for additional insights • present and guide stakeholders on all things design

CHOCLO PROJECT / 2011 - 2016

Multiple Award Winning Ethical Clothing brand - Australia and France

Design Direction / Product design, Founder

Establish the design, sales and marketing strategy • design and ongoing iteration of e-commerce website • creation and implementation of style guide • design of user flows to demonstrate how customers interact with website • perform split-testing on under-performing pages • conduct user surveys and one on one interviews to gather customer input • develop wire-frame layouts for development team to follow

OXBOW / 2009 - 2012

French Sports Apparel brand - Bordeaux, France

Creative Director

Define product design direction with the goal of rebuilding brand identity • manage a team of 15 • create consumer product segmentation • present creative process to marketing and retail creative heads to ensure the brand's product vision is executed and communicated efficiently to final consumer • present seasonal direction at sales conferences and to major accounts • manage design budget

2000 - 2014

HANES BRANDS - Innovation design consultant

DECATHLON - Innovation design consultant

ADIDAS/SALOMON - Senior product designer