DAMIEN *hashemi*
EXPERIENCE DESIGN LEAD

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dob
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Australian Citizen
UK Citizen

EDUCATION

award school
Australian Writers And Art Directors Association
Melbourne - 2013 & 2015 (top 15)

graduate diploma
Grenadi School of Graphic Design
2004 - 2006
Graphic Design

bachelor honours degree
University of Leicester
1995 - 1998
BSc Economics & Statistics (Hons)
2.1 (Second Class Upper)

ABOUT ME

I'm a Strategic Experience Designer. I've been a Design Leader for 7 years, and have worked in the design industry for 14.

I use research to cut through ambiguity to really understand the problem that needs to be solved. Sometimes discovering the real underlying problem is different to the brief.

Having been a Head of department I'm comfortable working with C-Suite stakeholders but I also spend time working with my team to mentor them and bring them along the journey.

My banking career gave me plenty of leadership, project management, data analysis and service design experience. Looking to find better ways for bankers to operate while modelling the risk of lending money.

My advertising career helped with my concepting, visual design and communication skills. Helping me focus on the one message we need to convey.

My design career has taught me an entire human centred design methodology and tool set that gives me both structure and flexibility to help my clients.

My 3 careers have given me a varied but complimentary skill set.

These days I'm comfortable working with clients to understand their business, facilitate large workshops and lead others to help come up with solutions to our clients problems.

KNOWLEDGE *& skills*

In my 25 years in the workplace I've had three careers and gained many skills across all three. Often the same skills are useful in different industries or complement the others really well.

My core belief is our goal is to elicit behaviour change, which is achieved through a mix of creating desire to change and making change easier. The core benefit I bring to any business is my ability to uncover the real problem that needs fixing and find a simple solution. Often using a double diamond, design thinking mind-set

I believe I am a great communicator. I put a lot of energy and thought into how to convey complex concepts in the simplest way. I ensure my comms are fun and engaging and memorable.

As a leader my philosophy has always been to send the lift back down. I enjoy mentoring others and I get joy out of seeing them achieve. When it comes to technical tools, software comes and goes but how I think only gets better.

INDUSTRY SKILLS

Experience Design

- Human Centred Design
- Qualitative Research
- Quantitative Research
- Service Design
- UX Design
- UI Design
- Workshop Design
- Workshop Facilitation
- Journey Mapping / Blueprints
- Pain point /Affinity Mapping
- Expert Reviews
- Interview Script Writing
- Market Research
- Prototyping
- User Testing
- Agile
- Behavioural Science

Advertising

- Art Direction
- Graphic Design
- Photography
- Idea Development
- Copy writing
- Script writing
- Creative Strategy
- Brand value proposition
- Insight Discovery

Banking

- Regression Model Development
- Neural Network Development
- Credit Risk Strategy

All

- Problem Solving
- Strategy Development
- Data Analysis

TECH TOOLS

- Figma
- Sketch
- Dovetail
- Miro
- Optimal Workshop
- User zoom
- Maze
- Confluence
- Jira
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premier
- Adobe XD
- SAS
- SQL
- MS Visual Basic
- MS Excel
- MS Project
- Keynote

SOFT SKILLS

- Keynote Presenting
- Project Management
- Stakeholder Management
- Leadership
- Mentoring
- Coaching
- Performance Conversations
- KPI Setting
- Recruitment

JOB *history*

APR 23 - NOV 23	EXPERIENCE DESIGN LEAD (UX &CX)	*Bupa*	Bupa provide health services across two areas, dental & optical

CORE SKILLS

- **CX/UX RESEARCH,**
- **CX/UX DESIGN,**
- **DATA ANALYSIS**

KEY WINS

30% increase in dental bookings. *How?*
- Conducted service design and journey mapping of dental booking process.
- Conducted data and qualitative research to understand reasons why dentist's don't make more bookings available
- Used insights to make strategic recommendations to C-suite
- Lead UX & Product design team to implement changes.

25% decrease in optical appointment no shows. *How?*
- Leading data analysis to understand reasons and behaviours behind no shows
- Used data insights to better time reminders
- Used behavioural science to better word messaging to prompt a response

11% sales increase in Optical sales. *How?*
- Ran workshops to understand pain points with Optical's Shopify platform. Lead to a new UI design.

30% Increase in referrals to key partner. *How?*
- Oversaw launch of new site focusing on Hearing services.
- Utilised AI/Chat GPT to assist with website copy

SEP 22 - FEB 23	EXPERIENCE DESIGN LEAD (UX &CX)	*UNSW*	University of NSW, school of management, careers service.

CORE SKILLS

- **CX/UX RESEARCH**
- **CX/UX DESIGN**
- **WORKSHOP FACILITATION**
- **UI PRODUCT DESIGN**

PROJECT BACKGROUND

- Career service is under used and not understood.
- Website has received a lot of poor usability feedback
- Project goal to increase number of website and service users.

NB This project is still in development therefore final deliverable's are hard to quantify

KEY WINS
- Lead a value proposition process to highlight the core offering of the service
- Lead a redesign of the site Information Architecture
- Lead a redesign of the site UX
- Lead a redesign of the site UI

KEY ACTIVITIES ON THIS PROJECT
- Workshop design
- Workshop facilitation
- UX Design
- UI Design
- User testing
- Qualitative research interviews
- Quantitative research of site data/analytics
- Holistic review of existing site
- Landscape review of industry best practice
- Running brand and value proposition workshops to identify key services.
- Card sorting to redesign the site Information Architecture.

PERM

Contract

JOB *history*

NOV 21 - AUG 22	UX & CX RESEARCH LEAD	*Monash University*	Monash University's student technology department

CORE SKILLS

- **CX/UX RESEARCH,**
- **CX/UX DESIGN,**
- **WORKSHOP FACILITATION**

MAIN DELIVERABLE'S

- UX & CX Researcher understanding student study online experience.
- Redesign Learning Management System (Moodle) to make it easier for busy academics to structure courses in a way that helped students learn.

KEY WINS

Achieved $1 Million in project funding. *How?*
- Conducted student and staff service design research to identify core pain points with the Learning Management System.
- These issues were then used as a business case to expand team and fund project to the next phase

25% reduction in negative feedback for assessments results process. *How?*
- Conducting student and staff service design research to produce blueprints into the assessment submission and feedback process.
- Facilitating design workshop with stakeholders, students, designers, academics and developers

$500,000 saved by identifying no need for a new app feature. *How?*
- Conducted student and staff research to understand students study preferences
- Research showed little desire for an app to make introductions with other students
- Research showed more effort needed when planning online tutorials to help students get to know each other.

Achieved an 80% student download rate for Monash Student App. *How?*
- Researched which features would be of most value to students and creating comms targeting these benefits

JAN 21 - NOV 21	HEAD OF UX & CX DESIGN	*ARQ Group*	Arq are a developer of software and apps to large corporations

CORE SKILLS

- **PROJECT PLANNING**
- **RESOURCE BUDGETING**
- **UX DESIGN**
- **WORKSHOP FACILITATION**

MAIN DELIVERABLE'S

- Building design team in Victoria.
- Directing & planning projects.
- Department resourcing
- Department Budgets
- Lead relationships with clients
- Mentor designers
- Conduct UX Reviews

KEY WINS

$5M digital transformation pitch win with Ambulance Victoria. *How?*
- Lead project team to conduct service design review of existing paper based processes
- Used insights to highlight multiple pain points in a review of processes to show need for a bigger service design research project

Assisting PTV to reduce complaints due to disruptions of public transport *How?*
- Reviewed the existing customer experience relating to public transport disruptions and created service design blueprints to highlight the key pain points
- Developed new ways to communicate disruptions at all customer touch points
- Delivered new Global Experience Library, to make disruptions and actions easier to understand
- Created an interactive experience to assist C-suite sign off.

$20M funding for HCF internal road map approved. *How?*
- Developed a business strategy showing how the client should prioritise and implement the many product changes they had on their road map.
- Required understanding C-suite stakeholders as well as conducting feasibility and impact assessments.

Helped RACV's Arevo app remain a popular map app among cyclists. *How?*
- Redesigned their route planning app to make cycle routes more prominent.
- Utilised crowd sourcing of popular routes among cyclists

JOB *history*

JAN 20 - NOV 20	PRODUCT DESIGN LEAD	*Myer*	Myer is a retail clothing store similar to Macy's (USA) or John Lewis (UK). And has a substantial eCommerce platform.

CORE SKILLS

- **UX RESEARCH,**
- **UX DESIGN,**
- **UI PRODUCT DESIGN**

MAIN DELIVERABLE'S

- Improve "Add to Bag" process.
- Conduct user research
- Conduct user testing
- Conduct UX reviews

NB. Much of this contract was during COVID, therefore deliverable's are not easy to measure given the pandemic's impact on sales.

KEY WINS
Made click and collect process simpler for shopping during COVID. *How?*
- Restructured check out process to make this option more prominent

Helped reduce return rates on products *How?*
- Implemented TruFit technology.
- TruFit technology recommends the best size for customers based on clothing they wear, therefore orders are more likely to fit.

Helped increase Add To Bag on mobile. *How?*
- Implemented a fixed to page bottom **Add to Bag** button on mobile
- Previously button scrolled with page.

Helped increase the use of the MyerOne card. *How?*
- Made sign up and sign in process simpler
- Designed new ways to promote the number of Myer One points available per purchase

AUG 17 - NOV 19	EXPERIENCE DESIGN LEAD	*Symplicit*	Symplicit are a UX, CX, SD research and design consultancy who work with Government, Corporates and retail clients.

CORE SKILLS

- **CX/UX/SD RESEARCH,**
- **CX/UX/SD DESIGN,**
- **WORKSHOP FACILITATION**
- **DATA ANALYTICS**

ROLE SUMMARY

- Experience Design and Research lead for one of Australia's top design and research consultancies.

KEY WINS

50% Increase in online form completion rate for Suncorp's Home Insurance quotes *How?*
- Reviewed Home insurance quote flow by conducting research, journey mapping, customer interviews, contextual inquiry with staff, data analysis, workshops, design thinking sessions, ux design, ui design, prototyping and user testing.
- Discovered one question could misprice insurance by 95%
- Simplified the product offering and pricing displayed

Increased purchases from AAMI Lucky club *How?*
- Conducted full research project and facilitated design workshop, in tight 2 week window.
- Identifying core benefit was hidden to users.
- Designed a site to promote events simpler and cleaner

Sped up delivery of new features for Crown Entertainment's customer management system. *How?*
- Established a 2 week sprint cycle incorporating discovery, user research, prototyping and testing
- Conducted service design blue prints to understand staff pain points
- Conducted persona research to better understand staff pain points

Aided winning RACV as a new client. *How?*
- Conducted a research and design project to understand why RACV roadside assist is losing popularity (and sales) and how to improve the service.
- Ran design sessions to improve the service
- Used affinity mapping to identify core demographics who were loyal customers.
- Identified insights that informed their creative strategy

Increased revenue earned by the Nova FM website, *How?*
- Redesigning the Nova Entertainment website to help ensure listeners became content readers.
- By spending more time on site, more ad revenue is earned.

PERM

Contract

JOB *history*

MAY 16 - *Jul 17*	**ART DIRECTOR** *CHE Proximity*	Creating ads, developing concepts and art directing campaigns and pitches.	• Art Direction, • Concepting, • Mentoring
DEC 14 - *Feb 16*	**DIGITAL ART DIRECTOR** *Mustard Creative*	Creating ads and digital experiences for clients.	• Art Direction, • Concepting, • Digital Design
OCT 13 - *Nov 14*	**DIGITAL ART DIRECTOR** *Cummins & Partners*	Creating digital ads and experiences. Art directed designs & wrote copy for major brands. Helped win pitches for WA Tourism, Specsavers, & Vodaphone	• Art Direction, • Concepting, • Copy writing
DEC 12 *Jul 13*	**DIGITAL DESIGNER** *London Agency*	Designing websites, Creative concepts for health care campaigns TVCs	• Art Direction, • Digital Design • Concepting
AUG 12 - *Nov 12*	**DIGITAL DESIGNER** *Caramel Creative*	Designing and building eCommerce websites, landing pages, EDMs.	• Digital Design, • Flash animation, • Coding
DEC 10 - *Aug 12*	**DIGITAL DESIGNER** *Clemenger BBDO*	Designing & building EDMs, banners, landing pages and social assets	• Digital Design, • Flash animation, • Coding

CAREER CHANGE FROM BANKING TO ADVERTISING

MAR 06 - *Dec 10*	**STRATEGY MANAGER** *National Australia Bank*	Led analyst team to create strategies to detect good and bad business risks. ***Delivered $750 million saving***	• People Management, • Strategy Development, • Data Analysis
JUN 04 - *Mar 06*	**STRATEGY LEAD** *National Australia Bank*	Risk strategy analysis of NAB's business banking portfolio. ***2 Direct reports***	• Project Management, • Strategy Development, • Data Analysis

PERM

Contract

JOB *history*

| MAY 03 -
Jun 04 | **GLOBAL ANALYSIS MANAGER**
National Australia Bank | Data analysis of NAB's global portfolio, plus manager of special projects | • Report writing,
• Coaching,
• Data Analysis |

EMIGRATED FROM UK TO AUSTRALIA

APR 02 - *May 03*	**SENIOR BUSINESS ANALYST** *National Australia Bank*	Strategy, Data and Business analysis of NAB UK's delinquent portfolio	• Project Management, • Stakeholder management, • Data Analysis
MAY 00 - *Apr 02*	**INTERNATIONAL RISK ANALYST** *GE Capital*	Managed projects in GE Capital businesses across Europe	• Project Management, • Stakeholder management, • Data Analysis
MAY 99 - *May 00*	**FORECAST ANALYST** *GE Capital*	Developed Forecasting models to predict call centre resource needs	• Project Management, • Stakeholder management, • Data Analysis

PERM

Contract