

Experience

Brand Ninja [AI Startup] | UX Designer

Jan 2024 - Present

Revamped the design process to prioritise user-centricity and foster a culture of continuous feedback. Designed features like Content Plan to streamline content management on our AI platform. Our **Heap data** indicates this is now the second most frequently used feature.

Invest time in user testing and the development of key journey maps. Manage the design system by creating reusable components optimised for all devices.

Partner with product managers to prioritise roadmap features and align design initiatives.

Enhance workflows by integrating LLM tools into the design process, leverage Claude for user research and Bolt/UX Pilot for wireframe ideation.

H&B Accountancy | Tax Accountant

Jan 2021 - Jan 2022

Prepared individual tax returns ensuring regulatory compliance. Developed strong attention to detail and client communication skills.

Projects

Content plan | Brand Ninja

Apr 2025 - May 2025

Designed content plan feature by mapping critical user workflows; synthesised research that revealed key friction points, designed interaction patterns that guided users through complex decisions without cognitive overload.

Navigation uplift | Brand Ninja

Jan 2025 - Feb 2025

Led end-to-end navigation redesign for Brand Ninja platform, restructured information architecture, conducted competitive analysis, designed wireframes and user flows, and delivered a new UI.

Achieved a **50%** growth in monthly sessions per brand (March–Sept 2025)

Education

Google UX Design Professional Certification | Online

May 2022

Masters in Professional Accounting | RMIT University

June 2020

Skills

Design Methods

Design thinking, Information architecture, Usability testing, Design systems, Journey Mapping, Wire framing & Prototyping

Tools

Figma, Miro, Adobe XD,  
AI tools: Claude Code, UX Pilot, Bolt, Chat GPT, Notebook LM, Relume