

PRINCE ANTONY

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PROFESSIONAL SUMMARY

With over 16 years of experience, including 5+ years as a Product Designer (UX Lead), I am committed to crafting user-friendly experiences. My expertise lies in leading design teams, aligning with business goals, and utilising user research to create intuitive digital solutions.

PROFESSIONAL EXPERIENCE (In reverse Chronology)

[NextGen](#), Sydney NSW (Apr 2018 – Mar 2024)

UX Lead

NextGen is Australia's leading technology provider in the mortgage lending industry. A trusted provider to over 50 lenders and are recognised as the experts in the field of home loan origination and processing in all sales channels.

KEY RESPONSIBILITIES

- Led a team of 2, fostering creativity and growth.
- Effectively managed design team resources.
- Initiated and managed the development of the company's design system.
- Conducted user research and usability testing to inform design decisions.
- Collaborated with cross-functional teams to align design efforts with business objectives.
- Successfully implemented design strategies to optimise the overall user experience.
- Created production-ready UI/UX interfaces that meet design and usability standards.
- Delivered a great user experience, helping customers achieve their goals.

KEY ACHIEVEMENTS

- Initiated and managed the development of the company's first design system. This resulted in a 70% reduction in design production time.
- Led the redesign of [Electronic Lodgement](#) (OneLIM) and [Broker Docs](#) project, resulting in increased user engagement.
- More than 40% of all broker-submitted applications used the redesigned Electronic Lodgement system.
- Established a focus on accessibility and consistency.

- Introduced new design tools, enhancing the design workflow and collaboration process.

[CommSec Adviser Services](#), Sydney NSW (Oct 2017 – Apr 2018)

Senior UX Specialist

CommSec Advisory Services is a leading provider of investment services to financial advisers, brokers, accountants and financial institutions offering trading, gearing, cash and portfolio services to Australian investors.

KEY RESPONSIBILITIES

- Developed and executed Customer and User Experience Strategy.
- Conducted UX benchmark activity/audits.
- Collaborated with scrum teams to meet UX needs.
- Created wireframes and workflows to communicate initial concepts and designs.
- Developed test plans, scripts, and conducted user testing.
- Presented test findings to stakeholders.

KEY ACHIEVEMENTS

- Presented wireframes for the Digital Verification Project.
- Formalised an online UX Register.
- Prioritised UX logs based on benefits and complexity.
- Made changes to the CAS Homepage for a simplified and modernised experience, resulting in a 21% increase in user satisfaction scores.
- Prepared a web analytics measurement plan.

[Optus](#), Macquarie Park NSW (Apr 2015 – Oct 2017)

Digital Sales UX Architect (Digital sales team)

Singtel Optus Pty Limited is the second-largest telecommunications company in Australia. It is a wholly-owned subsidiary of Singtel since 2001. Optus provides mobile and broadband services to 9.43 million customers in Australia.

KEY RESPONSIBILITIES

- Designed a seamless online shopping experience.
- Mapped user flows, sketches, and storyboards.
- Created prototypes, interfaces, and wireframes.
- Conducted usability research and user testing.
- Collaborated with cross-functional teams.

- Managed post-campaign metrics.
- Guided the professional development of other UX team members.

KEY ACHIEVEMENTS

- Supported the English Premier League (EPL) project.
- Executed A/B tests that increased orders and GA.
- Achieved a 13% uplift in GA and a 400% increase in upgrades with site redesign
- Improved the mobile customer experience and conversions.

[Vodafone](#), North Sydney NSW (Aug 2013 – Mar 2015)

User Experience Architect

Vodafone Hutchison Australia (VHA) was formed in June 2009 following a merger between Vodafone Australia and Hutchison. VHA provides mobile services to 4.9 million customers in Australia.

KEY RESPONSIBILITIES

- Advocating and applying Human-centred thinking into the design process
- Analysis of data from multiple sources including NPS (Net Promoter Score)
- Facilitate strategy workshops with stakeholders
- Craft a user experience that's both visually engaging and simple to use
- Design interactions that enhance the user experience and captures user attention
- Design a responsive, content-focused, mobile-first website
- Make iterative modifications to UI designs based on customer feedback
- Break complex issues into elegant, intuitive designs and workflows
- Staying informed of key digital design trends and technologies and sharing the knowledge with the team

KEY ACHIEVEMENTS

- Significantly improved digital Net Promoter Score (NPS)
- A customer journey map was developed to support the CX team in order to develop empathy for the customer

[Fairfax Media](#), Sydney NSW (Dec 2010 – Jul 2013)

User Experience Architect

Fairfax Media is Australia's leading provider of online news and classifieds. Comprising around 30 interactive sites, which reach over eight million visitors each

month, Fairfax Media provides incisive and constantly updated information on news, finance, business, IT, sport and entertainment.

KEY ACHIEVEMENTS

- Collaborated closely with stakeholders.
- Conducted focus groups, user research activities, and telephonic interviews, including script and questions, and analysed results.
- Defined information, interaction, and user interface design.
- Communicated initial concepts with sketches and prototypes.
- Presented actionable recommendations.
- Increased engagement rate through design and usability changes.

AREAS OF SPECIALISATION

- Design Leadership/Strategy
- Product Design
- Interface Design
- Information Architecture
- User Research
- Usability Testing
- Wireframes & Prototyping
- Design Tools & Systems
- Mobile and Responsive Design
- Design Thinking
- Data-Driven Design
- Accessibility
- SaaS application

TOOLS & SOFTWARE PROFICIENCY

- Figma
- Axure
- Balsamiq
- Miro
- Appcues
- Visio
- UserZoom
- HTML/CSS/JS
- Adobe Suite
- MS Office Suite
- Google Workspace

PORTFOLIO

View my portfolio at <https://www.uxdprince.com/>

For a more comprehensive overview of my experience, please refer to my [LinkedIn profile](#).