Lindsay Plat
Product Designer & UX Designer

📞 0467 033 349
✉ lindsay.plat@gmail.com
🌐 lindsayplat.com

EXPERIENCE

Product Designer
Oneflare   Jan 2022 - May 2022, Sydney

- **UX design** – Responsible for designing wireframes, high fidelity mockups, and interactive prototypes for the Oneflare website
- **Usability testing** – Conducted usability tests using my proposed design, analysed results, then implemented changes based on my findings to deliver user friendly web designs
- **Accessibility** – Ensured web design met WCAG accessibility guidelines
- **Agile methodology** – I worked with my team of designers, product owner, and product manager using the agile methodology to ensure project success and exceed expectations

Product Designer
Cox Automotive Australia   Aug 2021 - Dec 2021, Sydney (Remote)

- **User journey mapping** – Mapped the user flow for a new product to improve workflow for Australian automotive dealerships and the consumer buying experience
- **Competitive analysis** – Analysed competitors websites to gain insights into effective design patterns to ensure familiarity and usability of my designs
- **Wireframe design** – Designed wireframes based on data and research insights then presented these to stakeholders to ensure alignment with business needs
- **Stakeholder management** – Successfully managed projects by collaborating remotely with colleagues across Australia to meet tight deadlines

Digital Optimisation Specialist
nib Group   Oct 2020 - Feb 2021, Sydney (Remote)

- **A/B test experiments** – Developed A/B test design experiments to increase conversion rates on nib's customer quote funnels and landing pages
- **Quantitative analysis** – Interpreted A/B test results by analysing data in Fullstory and Google Analytics and then used my findings to inspire future design ideas
- **Remote work collaboration** – Used Slack, Workplace, Zoom, and Jira to monitor workflow and collaborate efficiently with my team remotely

Conversion Rate Optimisation Specialist
Australian Institute of Management   Apr 2019 – Sept 2020, Sydney

- **Data analysis** – Monitored Google Analytics, A/B test results, and heat maps to understand user behaviour and implemented changes to web pages based on my findings
- **Web design** – Designed responsive web pages for marketing campaigns; often being solely responsible for designing, publishing, and ensuring pages met brand guidelines

EDUCATION

Graduate Diploma in Health Technology Innovation
University of Sydney
Present - Nov 2024

My passion for human-centred design, especially in the area of health technology, inspired me to pursue this course. Key subject areas include Health Technology Evaluation, Statistics, Data Analysis for Social Science, Usability Engineering, as well as Research Ethics.

Bachelor of Computer Science (Cyber Security)
University of Wollongong
Jul 2016 – Nov 2018

Google UX Design Professional Certificate
Online
March 2021

Acquired skills including user research, conducting usability studies, creating personas, and the design process from wireframes to Hi-Fi prototypes with tools such as Figma and Adobe XD.

INDUSTRY KNOWLEDGE

Design Skills

- Design research
- Prototyping
- Data analysis
- Usability testing
- Responsive web design

Tools & Technologies

- Figma and Adobe XD
- Google Analytics
- Fullstory
- Crazy Egg and Hotjar
- Microsoft Office
- Web (HTML, CSS, JavaScript)
- Data analysis (SQL, R)