# Howdy, I'm Angus

Bachelor of Design (Communication Design)
Swinburne University of Technology

I'm a bit of a design all-rounder, but for the past 5+ years I've worked on digital experiences used by millions of Australians. I love diving into tricky problems, boiling down abstract ideas into a clear direction and using tech to make life easier.

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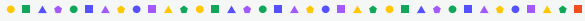
Senior Product Designer, REA Group (realestate.com.au)   2023 – Present

At REA I went from looking after company-wide financial experiences to shaping all of our growth products, some standouts so far are:

- Delivering reuseable platform capability like our checkout experience, which has a ~21% higher completion rate than industry benchmarks.

- Implemented a continuous experimentation approach to executions of elements in our live consumer experience. Helping guage what's driving engagement and feed our growth backlog.

- Managed discovery, concepting and then guidance of 4 other designers to bring a new high-value-asset package to market. Comprising of 6 new features that are underpinned by the best personalisation, exposure, data and insights REA can provide.

Senior UX Designer, RACV (Royal Automotive Club of Victoria)   2021 – 2023

RACV's extremely broad product set meant that I worked on a huge variety of projects, and moved from an individual contributor to more of a project lead – owning streams of work and establishing ways of working with the wider business. Some stand outs are:

- Streamlining user journeys into insurance quote flows with needs based selectors. Pre-qualifing users for the correct product got us a 33% increase in policies purchased.

- Assisted leadership with a number of strategic pieces. Conceptualising strategies as a product, platform or vision. Leading to executive buy in and funding for initiatives such as developing a new mobile native channel and design sprints to shape RACV's electric vehicle offering.

- Led the refresh of RACV's long form content experience – with big upsides for the business. Improving average time spent reading articles from 3 to 6 minutes and increased average monthly conversions attributed to the content hub by 35%.

UI / UX Designer, NAB (National Australia Bank)   2019 – 2021

While at NAB I was embedded in their mobile team working on new features in their native apps, with occasional projects in web, employee experience and DesignOps. Some key initiatives were:

- Oversaw the design and documentation of a new native design system. Establishing the process of how components would continue to get developed, improving visual and interaction design, and dramatically improving the accessibility of the foundational building blocks.

- Delivered a number of home loan self-servicing features. From simply moving from variable to fixed loans to complex multi-user flows where parties needed to interact with each other via their app to make decisions. Providing customers with significantly greater control over their loan in-app.

- Lead an overhaul of the app's primary experiences. emoving the visual clutter and elevating previously hard to find actions and information to better meet user expectations.