

University of Technology Sydney

Collaborated with various stakeholders synthesising user workshops, personas, existing pain points, and technical workflows. This provided valuable insights to craft a successful future user journey flow for their B2B Salesforce CRM.

Senior UX Researcher | **Contract** | Aug 2023 - Present

NSW Department of Planning and Environment

Revolutionised the user experience for millions of users by leading design teams in conducting interviews, facilitating workshops, and executing comprehensive information architecture redesigns for multiple government websites.

Senior UX Designer | **Contract** | April 2023 - Aug 2023

Liftango

Key clients: Walmart, Nike, Tesla, Amazon, IKEA, Rivian, Expedia, Lufthansa, Zoot

Built a top-performing design team and led highly praised user interviews and testing at Nike HQ, setting high UX/UI standards, providing strategic direction, and mentoring designers.

Head of Product Design | **Full time** | Sept 2021 - April 2023

Led design pitches and creation of new products landing Fortune 500 companies and dramatically increasing company revenue, using innovative design thinking, UX concepting and tailored problem-solving.

Product Designer | **Full time** | Oct 2020 - Sept 2021

Compassion Australia

Achieved the highest EOFY donations to date of \$2.5m+ through leading the digital direction of international branding in app, website re-designs/development, email campaigns and design systems.

Digital Designer Marketing Specialist | **Full time** | June 2018 - Oct 2020

Elephant Room

Re-invented successful eCommerce websites with over 70% improved conversion rates through re-designing and pitching solutions, leading the development team, delegating feedback, testing and tracking progress to ensure on-time delivery.

UX/UI Web Designer & Front-end Developer | **Full time** | Jan 2018 - June 2018

Digital Designer | **Intern** | Sept 2016 - Jan 2017

Ewave

Key clients: Canon, Nestle, Coca Cola Amatil, Timberland, The Athlete's Foot, Purina

Assisted in designing award-winning eCommerce websites/email campaigns recognised by Adobe by working within a team of designers, conducting research, sketching and pitching user improvement solutions.

UX/UI Web Designer | **Full time** | Jan 2017 - Jan 2018

Snap Printing

Helped clients in small and large industries effectively communicate their stories and increase revenue through sleek logos, branding, posters, packaging, business cards, annual reports, brochures, wedding invites and website designs.

Graphic Designer (Lane Cove) | **Part time** | Jan 2015 - Sept 2015

Graphic Designer (Wodonga) | **Full time** | Jan 2012 - Jan 2015



Bethany Moran

Design Leader

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Skills

Design Mentoring

UX / UI / Product Design

Research / User Interviews / Workshops

Stakeholder Engagement Strategy

Quantitative / Qualitative Data Synthesis

Storyboarding / User flows

Empathy Mapping / Affinity Mapping

Personas / Information Architecture

Sketching / Wireframes / Prototyping

User Testing (A/B, WCAG 2.1 etc.)

Design System / Components

Product Management / Documentation

Figma / Sketch / Adobe XD / Miro

App / Web / Mobile / Email Design

Visual Design / Branding

HTML / CSS / Vue / Design QA

Education

2021 **User Experience Elevate**
Academy Xi

2016 **Bachelor of Design**
SAE Creative Institute Sydney

2010 **Cert III Printing & Graphic Arts**
Wodonga TAFE