

## University of Newcastle

Senior User Experience Designer | Contract | Sept 2023 - Present

Drove implementation of over 65% Cyber Security and HR Systems user experience recommendations through ethnographic research on user behaviours, resulting in significantly boosting user satisfaction and streamlining workflows.

## University of Technology Sydney

Senior UX Researcher | Contract | Aug 2023 - Sept 2023

Dramatically reduced stakeholder resistance to change and boosted employee adoption of new CRM systems by creating intricate customer journey maps and storyboards aligned with user research and rebuild needs.

## NSW Department of Planning and Environment

Senior UX Designer | Contract | April 2023 - Aug 2023

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.

## Liftango | Key clients: Walmart, Nike, Tesla, Amazon, IKEA, Rivian, Expedia, Lufthansa, Zoox

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

Product Designer | Full time | Oct 2020 - Sept 2021

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.

## Compassion Australia

Digital Designer Marketing Specialist | Full time | Jun 2018 - Oct 2020

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

## Elephant Room

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

Digital Designer | Intern | Sept 2016 - Jan 2017

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.

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

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

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.

## Snap Printing

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


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


Helped clients in small and large industries effectively communicate their stories and increase revenue through visual branding, print and website designs.


# Bethany Moran

## Senior UX Designer

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 Newcastle, Australia

## Skills

Mentoring / Leadership / Strategy  
End-To-End UX / UI / Product Design  
User Research / User Interviews  
Ethnographic Field Studies / Workshops  
Stakeholder Management / Presentations  
A/B / Guerilla / Usability Testing  
Quantitative / Qualitative Data Synthesis  
Storyboarding / User flows & Journeys  
Empathy Mapping / Affinity Mapping  
Personas / Information Architecture  
Sketching / Wireframes / Prototyping  
Design Systems / Components  
Product Management / Documentation  
Figma / Sketch / Miro / Adobe  
Dovetail / Useberry / Survey Monkey  
Jira / Confluence / HTML / CSS  
Visual Design / Branding

## Education

2024 **Generative AI**  
Kings College London

2021 **User Experience Elevate**  
Academy Xi

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

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