

Brennan Martin

UX / Product Design

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Available immediately - Perth based

Remote and/or Hybrid

Aus permanent resident / NZ Citizen

Career Objective:

An experienced professional with 10 years in UX/UI/Product Design. Proficient in delivering successful outcomes through effective collaboration with internal and external stakeholders. Ready to leverage my expertise to help make User Experience a part of every stakeholders philosophy.

Key Skills & Abilities:

- Requirements and research
- Workshop facilitation
- Journey mapping
- Field studies
- Focus groups
- User flows
- Wireframing (Figma, Adobe)
- Information Architecture
- Interactive prototyping
- Design Sprints
- Usability testing
- Design systems

Notable Achievements:

- Fronted the requirements, design and testing of a complete in-house document management system for XERO Accounting Software (SaaS)
- Facilitated over 200 usability tests and focus groups (live and remote) for various clients in a variety of industries.
- Actively involved in two digital transformations as the key UX resource (DSTV & NZ Post)

Certifications:

- Certified Usability Analyst (CUA). Majoring in Customer Experience foundations, User-Centred Analysis, Science & Art of Design, Practical Usability Testing.

Employment history

Career break - Travel and relocate

Nov 2023 - Feb 2024

- Travelled Australia
- Relocation to Perth

XERO - Senior Product Designer

Jul 2020 - Nov 2023

- Planning, designing and implementing product solutions from beginning to end, from concept through to final implementation
- Collaborating with product owners, developers, other designers as well as customers and partners to understand user needs and business objectives
- Facilitating discovery workshops, co-design sessions and stakeholder showcases
- Providing guardianship and support to project teams after delivery
- Producing and sharing solution prototypes. Prototypes on both user journey and visual design

NZ Trade & Enterprise - Senior UX Designer

Jan 2020 - Jul 2020 (contract)

- Working in the People & Capability team, redesigning the HR ecosystem
- Running 3-week design sprints to gather information from all ends of the business
- Design sprints included current state discovery, contextual interviews, co-designing sessions, user testing and implementation plans
- Focus groups to showcase findings and high-level solution ideas
- Create templates, surveys, playbooks and Design Sprint training materials for future scaling and continuity purposes

Somar Digital - Senior UX Designer

Dec 2018 - Jan 2020

- Planning & redefining the company design process and structure
- Rapid-fire design sprints and discovery sessions in an agile environment
- Providing specialist input to RFQ's and managing POC's
- Project planning and estimates in conjunction with the solution architect
- Created templates for common deliverables in order to streamline workflow
- Collaborate with dev's, UI, architects and PM's to operate as a "design unit"

NV Interactive - UX Designer

Feb 2018 - Dec 2018

- Involved in RFP processes and potential client presentations and pitches
- Kickoff meetings followed by requirements and discovery workshops
- Proof of concept designs and prototypes if needed (mostly with startups)
- Deliverables which mostly included persona's, journey maps, content audits, content strategy, information architecture and wireframes.
- Very fast-paced agile environment with guerrilla-like projects

New Zealand Post - UX Designer

Feb 2016 - Feb 2018

- Owned the UX process and design for the NZ Post brand
- On-site and off-site user task analysis
- Usability tests and user interviews on all work being done
- Created mock-ups and high-fidelity interfaces for testing
- Online surveys, A/B tests and card sorting exercises
- Iconography and visual design when needed
- Exploring new ways to enhance the experience of the NZ Post customers from warehouse operations through to digital channels

References

Available on request