

Geoff Goode

Product Design Leader

www.goodeUX.com
geoff@goodeUX.com
0478 748 249

SUMMARY

- + I am a **UX and product design leader**, originally from London, UK and now live in Melbourne, Australia.
- + I have **15+ years of design experience**, including approximately **3 years** as a manager/lead.
- + I consider myself to be a **design generalist with skills in all areas** including discovery, strategy, research, prototyping, testing, UI design and front-end development.
- + My experience spans **many organisations and industries** including banking, insurance, energy, automotive, e-commerce, consultancy and telecommunications.
- + Mixture of **contract** positions (both for agencies and client-side) and **permanent** positions.
- + My hobbies include photography, designing and making things, cycling, surfing, hiking and camping.

EDUCATION & QUALIFICATIONS

- + **Designing Strategy - Certificate**
IDEO U | 2022
- + **Crucial Conversations - Certificate**
Crucial Learning | 2022
- + **UX Leadership - Distinction**
Interaction Design Foundation | 2018
- + **Design Sprint Facilitation - Certificate**
Clearleft | 2017
- + **BA(Hons) Degree in Interior Design - 2:1**
De Montfort University | 2005 - 2008
- + **Art and Design Foundation - Merit**
SIAD | 2004 - 2005

PROFESSIONAL SKILLS

Leadership & Team Management

- + **People leadership** - Supporting designers by ensuring their happiness, wellbeing and enablement as well as guiding them toward their future career goals and cultivating a positive team culture.
- + **Design leadership** - Maximising the value of design by continuously learning, sharing and teaching the latest design methodologies.
- + **Team management** - Collaborating with business stakeholders to balance objectives against the capabilities and capacity of the team and identify skills gaps to bridge with either training or additional hiring.

Research, Design & Strategy

- + **Research** - Ensuring solutions are data-led by using various quantitative and qualitative methods to understand both business and customer needs, validate potential solutions and measure the end results.
- + **Design** - Creating delightful user experiences to help solve problems for customers before handing designs, specifications and other assets over to engineering to be built.
- + **Project management** - Aligning with product and engineering peers to agree on scope and a roadmap in order to understand what needs to be delivered and when.
- + **Strategy** - Align with stakeholders on which solution represents the best ROI for the business and the customer and the most efficient way to deliver that solution.
- + **Operations** - Define clear and efficient systems, processes, communications channels and ways of working to enable the whole team to reach its goals.

EMPLOYMENT EXPERIENCE

I HotDoc - Senior Product Designer

Nov 2024 - Present | Melbourne, AU

- + Reporting to the 'Head of Product', I worked alongside the PMs and EMs of two teams in order to deliver great outcomes for both patients and practitioners in the healthcare sector.
- + Conduct growth experiments to find ways to increase flow starts, conversion rate, customer satisfaction and LTV. This resulted a +60% increase in completed patient bookings in my first quarter.
- + Use both quantitative and qualitative research to understand the mental models of patients in order to design an experience that meets their needs and expectations when it comes to accessing healthcare.
- + Work with engineers to design and deliver user journeys for both patients and practitioners to help facilitate the best possible experience in virtual care.
- + Work with the CMO to create a new brand blueprint and visual identity for the business.

I Origin Energy - Senior UX Designer (contract)

Feb 2024 - Nov 2024 | Melbourne, AU

- + Work with *Head of Digital* to modify the sign-up experience for both new and existing energy and internet customers with the intent of increasing journey conversion and customer acquisition and reducing customer churn.
- + Facilitate a design sprint for stakeholders from across the business to understand and align on the business and customer problems as well as the various product/tech/legal constraints.
- + Work with delivery and engineering leads to agree and define a roadmap, requirements and objectives.
- + Create a prototype representing the concept created by the team and test with customers.
- + Create an unmoderated AB test to validate the new concept versus the incumbent solution.
- + Following the success of the initial design sprint, taught other design and marketing teams how to facilitate their own workshops and design sprints.

I Josef - Product Design Lead

Jan 2023 - Feb 2024 | Melbourne, AU

- + Lead the design of two SaaS products with Josef's product team.
- + The first, Josef Q, is an AI tool that allows legal and HR teams to upload their own documentation and then ask questions about it, saving them time and effort needed to find answers themselves.
- + The second is a no-code automation product that allows legal teams to build forms and chat bots to generate various types of documentation, build document approval workflows and triage clients.
- + Design research - gathering data to support product direction.
- + Product strategy - contributing to the strategy and roadmap by identifying opportunities and using research data to prioritise future product iterations.
- + Defining user journeys and business logic for features.
- + UI design - working with engineers to develop the 'final' UI.
- + Developing and maintaining the design system to ensure brand and UI consistency.

| Xero - Product Design Manager

Apr 2021 - Dec 2022 | Melbourne, AU

- + Lead, manage and grow a team of 10 designers, including 5 direct reports in Australia and the UK.
- + Help the business expand into the Sole Trader customer segment by leading a team to create a new mobile app that enables customers to record business transactions and complete their tax returns.
- + Encourage and support designers in their career development by understanding their aspirations and helping them achieve their goals while ensuring their happiness and wellbeing.
- + Work directly with product and engineering leads to understand business requirements, objectives, timelines and constraints and communicating them to the design team to ensure that high quality output can be achieved in a timely manner.
- + Monitor and identify any gaps in the ongoing capacity and capability of the design team, communicate them to leadership and hire for these needs when necessary.
- + Contribute ideas, techniques and tools to the design leadership team to help elevate the design practice and culture.

| IAG - Senior UX Designer (contract)

Apr 2020 - Apr 2021 | Melbourne, AU

- + Improve user experience of 'Customer Online Account' section of the NRMA website.
- + Facilitate a design thinking workshop to create a channel for stakeholders outside of the design team to share their ideas.
- + Lead DesignOps working groups on how to maximise our companies culture and how to measure the 'value' of design within IAG.
- + Create prototypes, facilitate and synthesise usability tests remotely with IAG customers.

| IE Digital - UX Design Lead (contract)

Dec 2019 - Mar 2020 | Melbourne, AU

- + Lead 3 direct reports to enable and support them with their client projects.
- + Conduct user, competitor and market research and present findings back to clients.
- + Facilitate discovery workshops with agency and client stakeholders
- + Facilitate design sprints with clients stakeholders to align the team around a chosen concept.
- + Conduct 'Pretotyping' experiments to validate ideas and determine the next best course of action.
- + Design final UI and prototypes to handover to client for development.

| American Express - Senior UX Designer (contract)

Feb - Aug 2019 | London, UK

- + Improved the performance of Amex's loyalty and referral program, lifting it to the most common source of all new customer sign-ups.
- + Study analytics from 'Adobe Analytics' and identify opportunities to increase conversion
- + Facilitate workshops and design sprints with other stakeholders to identify pain points and potential growth areas
- + Create hypotheses for AB and Multivariate tests to help increase usability and conversion of the 'Member-get-member' journey
- + Design prototypes for usability testing and final UI specifications for the engineering team to build using 'Sketch', 'InVision' and 'Axure'

| British Gas - Senior UX Designer (contract)

Mar 2018 - Feb 2019 | Staines, UK

- + Study analytics and data from 'Google Analytics' and 'Adobe Omniture'
- + Create journey maps to illustrate conversion and drop off from the user journey and present to the wider team and other stakeholders
- + Create hypotheses of how to improve the user journey and increase conversion and sales
- + Moderate and facilitate user testing sessions to test prototypes
- + Facilitate workshops and design sprints with stakeholders from the wider business
- + Create pixel-perfect designs to hand off to the developers. These designs are sometimes AB or MV tested in 'Adobe Maxymiser' to see if the hypothesis was correct
- + Maintain and improve the British Gas Design System / Pattern Library (aka Nucleus)

| BCA Research - Lead UX Designer (contract)

Dec 2017 - Mar 2018 | London, UK

- + Create user journeys and personas of existing customers to analyse pain points
- + Design UX wireframes for email campaigns, the responsive website and online products as well as the BCA iOS app using Sketch
- + Liaise with external branding agency and create a digital style guide based on suggested colour palettes and logo
- + Create high-fidelity wireframes to handover to developers using Zeplin

| John Lewis - Senior UX Designer (contract)

Jun - Dec 2017 | London, UK

- + Design UX wireframes and journeys based on user research, and testing for a new release of the John Lewis iOS universal app for both iPhone and iPad
- + Conduct user testing for the in-store 'Partner app' and point of sale service journey

| Business 3.0 - Lead UX/Product Designer (contract)

Nov 2016 - Jun 2017 | London, UK

- + Develop UX and UI for a cross-platform web app and mobile application for both iOS and Android that could be re-skinned for multiple clients
- + UX process included user interviews, user testing and the creation of personas, empathy maps, scenario maps, wireframes and prototypes
- + Prototypes and final UI created using 'Adobe Illustrator CC', 'Sketch', 'InVision' and 'After Effects'.

| Open Health - UI Designer (contract)

Sep - Oct 2016 | Berkshire, UK

- + Design wireframes and finished UI for responsive web pages for various pharmaceutical companies using 'Sketch'.

More available on request