

Caitlin Wynne

Lead Product Designer

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Creative, intuitive and well conceptualised end to end design.

Nov 2022 - current

Lead Product Designer - Coles Group

My Role: Within the web/app team, conducting ideation workshops, research interviews, usability testing, define user journey flows, information architecture, wireframes, prototypes, mock-ups, contributing to the growth of the design system, UI designs and specifications for developers. Working with an Agile team of product managers, business leaders, stakeholders, researchers and developers to define user problems and ideation. Plus, taking on leadership roles and mentoring other designers.

Oct 2021 - Nov 2022

Lead Product Designer - Cengage Group

Project: PM Writing, an interactive reading and writing platform for Australian Primary Schools. My Role: Conducting research interviews, ideation workshops, usability testing, define user journey flows, information architecture, wireframes, prototypes, mock-ups, creating a design system, UI designs and specifications for developers. I collaborate within an Agile team of business leaders, UX researchers and developers to define user problems and ideation. As part of this role, I also mentored junior Product Designers.

Education

Swinburne University

Bachelor of Design

(Communication Design)

2009-2011

Denmarks Design School

Bachelor of Design

(Communication Design)

Exchange year 2011

NMIT

Advanced Diploma

in Multimedia Design 2009

Achievements

Designer of the Year

Finalist 2020

Nov 2018 - Oct 2021

Art Director and Design Manager - frankie magazine

As Art Director, I was responsible for every step of the publication from the conception of ideas (in collaboration with the editor), to the creation and output of all content for the printed magazine. I mentored junior designers and was responsible for all digital output, from the website to social media.

Jan 2016 - Nov 2018

Senior Product Designer - Be Collective

Be Collective is a volunteer management platform.

My Role: Re-design the web and app platform, which included: conducting user research, workshops, defining personas, user journey flows, wireframes, prototypes, mock-ups, creating a design system and UI designs.

I collaborated closely with stakeholder, product managers and developers within an Agile team to redefine the platform and improve the ongoing user experience through usability testing and research.

Jan 2016 - Nov 2018

Senior UX / UI Designer - Youli

Youli is an Australian travel management tool for organised group travel. My Role: Build a brand design system and entire web platform from conception. This included industry research, workshops, user research, defining user stories and user journey flows, wireframes, prototypes, mock-ups, UI designs and collaborating closely with developers. As one of the initial founders of Youli, I also participated in panel discussions and presentations.

Skills

- UX research
- Research workshops
- Mentoring
- User journey flows
- Wire-framing
- Story-boards
- Prototypes
- User Testing
- Info. architecture
- UI specifications
- Design systems
- Art direction
- Content creation
- Mentoring juniors
- Developer notes
- Design thinking
- Sense of humour
- Friendly & approachable
- Impeccable eye for detail
- Organised
- Efficient worker
- Quick learner

Jan 2016 - Nov 2018

Reference upon request

Author / Creative - Quarto Publishing, London

Mar - May 2015

UX/UI Designer - Flag, London

Jan 2012 - Jan 2015

UX/UI Designer - We Creative, Richmond

Feb 2008 - Feb 2010

UX/UI Designer - Netmedia, Copenhagen (Denmark)