

Richard.

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About

I'm a UX researcher and product designer, currently working on helping people make great career decisions at SEEK. Before that, I lead the design practice at Open Universities Australia, designed the native mobile apps for Suncorp bank, and lead experience design for a leading London creative agency

Experience

SEEK — Senior User Experience Designer

August 2021 – Present

At SEEK my role is to obsess about the growth of customer value. By acquiring new users and scaling our career advice products into new markets. Enabling more people to have the confidence to apply, which delivers strategic value to the core business.

I built continuous discovery practices, which is an evidence-based practice within the fast pace of agile development process. That empowers teams and stakeholders to interrogate underlying assumptions and create solution designs that drive customer results.

I collaborate, enable, champion, and facilitate, pushing teams to embrace a culture of curiosity and learning. At SEEK, I democratise research, and drove a customer-centric culture within product teams empowered by high-quality research. Automating the user interview process and taught others how to follow the process. Scaling SEEKs capability's to do user research and remove UX as a single point of failure. Whilst always willing to jump in to support the teams with any design, research, or friendly advice they might need.

My approach is inquisitive, embraces experimentation, and to understand that it won't all happen simultaneously. Continuously strengthening my skills and uplift the UX practice.

Open Universities Australia — Lead Experience Designer & trade lead

March 2019 – August 2021

As the lead UX designer at Open Universities Australia, I often wear many hats but my focus is always to ensure that we are creating valuable experiences for our students and university partners that helps meet our business objectives.

I am responsible for managing the UX research process and delivery of an effective product design capability in collaboration with the Product managers and the CPO. Reviewing data and coming up with hypotheses on how to improve processes and products. Recruiting, developing and motivating a team of product designers embedded within the cross functional product teams. Ensuring visual design consistency across the website and driving the adoption of our in-house design language system. Creating UX concepts, wireframes, and visual designs for implementation.

Rona Scrubs Ltd — Customer Experience Lead

March 2020 – August 2020

A not-for-profit charitable organisation, creating scrubs (uniforms) for healthcare heroes in response to COVID-19. I was responsible for making the react website that allowed Healthcare to register their need of scrubs and volunteers the ability to sign up. After they registered on the site they receive our automated and campaign email journeys to know what was required in their local suburb across Australia.

Outware Mobile — Lead Experience Designer

July 2017 – March 2019

I responsible for leading the strategic and experience of products from conception to market. Ensuring the vision translated through design craft creates value for the business and is the right fit for the customer needs. Roles included: Design manager and Lead experience designer, for **Safe Food Queensland, Suncorp App** and **Bunnings**.

Roles included: Strategic decisions through data and user research. Designing products from product discovery to iterative design and testing through delivery. Advocate a user-centered approach in design perspective and practice across product and stakeholders. Manage teams, drive decisions, track issues, and assist in estimating resourcing and schedules. Communicate design rationale to team members, stakeholders, and executives.

SapientRazorfish — Senior Experience Designer

November 2015 – May 2017

As lead designer within a leading London creative agency, I was responsible for overseeing the experience design websites, mobile apps, and product concepts for **Mastercard, HSBC, PGA, Diageo** and **HCA**.

Roles included; UI design, prototyping, Information Architecture, user story creation, interview and research sessions, usability testing, scoping, content, specifications and pitching. I always mentored fellow designers and offered UX support to a range side projects and hosting SapientNitro's podcast.

We Are Experience — Consultant

November 2014 – October 2015

As Service Design Consultant, I specialised in transformation design for clients including **Zurich, Savills, TFL, Coutts** and **Royal Bank of Scotland**.

My role often meant leading quantitative research to help resolve problems, restructuring content, designing prototypes and validating visually-engaging web and mobile products.

Responsible for managing client projects - in addition to UI design, prototyping, Information Architecture and usability testing - I wrote proposals, maintained project cost, ran workshops, interviews and shadowing sessions.

ORM London — UI & Interaction Designer

October 2013 – Novemer 2014

Working within a digital strategy agency to create style guides, mobile applications, websites and stills photography. Clients included **Royal Bank of Scotland, Black Rock** and **Voluntary Service Overseas**.