

Curriculum Vitae

Bec Humphrey | Mad/keen designer (and a nice person too)

I'm Bec, a Senior Product Designer and product strategist based in sunny Brisbane, Australia. I use design thinking to solve product problems, usually the kind with too many moving parts, a few legacy decisions hiding in the walls, and a room full of people who need the same thing explained a few different ways.

Over the last few years I've been focused on human-centred design in the product realm, working across complex SaaS, care management, compliance, proptech, innovation and data-informed products.

Email: bec.humphrey@mail.com

Phone: 0416 169 270

[LinkedIn](#)

Recent experience

MAY 24 – NOW

Senior Product Designer / Product Strategist (FT/Brisbane)
MYP Technologies: Software helping disability and aged care providers manage care delivery, rostering, funding, compliance and claims across complex operational workflows.

- Product architecture
- Product & UX strategy
- Conceptual modelling
- Systems thinking
- User research
- IA
- Design systems
- Roadmapping
- Complex domains
- Agile product development
- Design leadership

Product architecture, strategy and design

- Co-leading the 3-year ‘Most Loved Project’ to rebuild core products, reduce tech/design debt and define future architecture of a complex SaaS platform
- Mapping how legacy and new product capabilities connect across rostering, service delivery, funding rules, engagement plans, claims, compliance and reporting workflows
- Translating ambiguous policy, operational and customer problems into clear product concepts, information architecture and reusable workflows
- Collaborating with the CPO/Senior PM to guide product and AI strategy, roadmap prioritisation and advising C-suite contextualising problem spaces for better-informed decision making
- Aligning cross-functional teams on strategic delivery through planning artefacts, design leadership and architectural input

Experience strategy, research and product quality

- Leading experience and product design across MYP’s platform, overseeing research team’s insights to inform roadmap and product direction
- Established and now oversee a centralised design system, improving UX/UI consistency, accessibility standards and faster shipping
- Coaching product, engineering and the wider organisation in design maturity, accessibility and HCD decision making

Impact and outcomes:

- Established MYPT’s UX and research function, building a team that now measures customer behaviour, qualitative feedback and product outcomes to inform product and C-suite strategy
- Led discovery, design and delivery across 6 major product areas in the MYP suite, including a full mobile experience rebuild for support workers, MYP’s largest user cohort with around 20k users

NOV 22 – MAR 24

Senior Product Designer (FT/Remote)
Neighbourlytics: Software helping developers and city councils understand the neighbourhood communities their projects affect.

- Product strategy
- Data products
- UX research
- 0 to 1 product
- Product ownership
- Data visualisation
- Wireframing
- Technical documentation
- Prototyping

UX research and product strategy:

- Owned end-to-end UX research, insights and experience strategy across the platform
- Planned and conducted interviews, usability testing and behavioural analysis using tools like Hotjar
- Translated customer feedback, behavioural data and market context into product direction and roadmap priorities
- Presented research insights, user flows, wireframes and prototypes to guide product and stakeholder decisions

Product design and data product direction:

- Partnered closely with engineering to turn complex data, customer needs and product ideas into dev-ready flows, wireframes and documentation
- Created and maintained the design system, UI style guide and scalable interface patterns to support new feature rollouts
- Managed scope, requirements and delivery phases across a small cross-functional product team
- Helped shape the product from early concept through to a clearer, more usable platform experience

Impact and outcomes:

- Reduced average time to sale from 8 months to 5 weeks
- Tripled average report sharing through clearer visualisation and improved UX
- Freed up \$350k in sales resourcing through product-qualified lead generation

APR–OCT 22

Senior Designer, Experience (Contract/Remote)
Zipline.io: Software and hardware helping hospitals and aged care homes stay compliant.

- UX/CX audit
- Systems design
- Service design
- Journey mapping
- Experience strategy
- Change management
- Brand architecture

Experience and product audit:

- Led a full UX, CX and brand audit across the product and service experience
- Identified gaps across customer, user and employee touch-points, then turned findings into a clearer implementation plan
- Conducted stakeholder interviews and internal surveys to map the end-to-end journey across customer, user and employee experiences
- Created strategic documentation to help the team sequence design improvements against business goals

NOV 21–APR 22

Innovation Designer (Contract/Remote)
An agency helping organisations de-risk innovation projects using human-centred design.

- User stories
- UX/CX design
- User research
- Prototyping
- Journey mapping
- Innovation facilitation
- Mobile product design
- Research and analysis

Experience and product audit:

- Led research activities including benchmarking, contextual inquiry, customer interviews and usability testing
- Created journey maps, user stories and MVP roadmaps to support early product and service planning
- Turned research findings into practical experience concepts, prototypes and product recommendations
- Supported co-design and stakeholder sessions to align teams around clearer customer outcomes

Methodologies: Agile, Lean UX, dual-track agile, outcome-driven design, continuous discovery habits

Frameworks: JTBD, Design Thinking Process, Double Diamond, User Centred Design (lean testing before/enhanced testing after shipping)

Technology/tools: Miro/Mural, Figma/Sketch, Hotjar/Pendo, Prodpad, OpenAI/Anthropic tools, Jira/DevOps, MS360/Google suite, Slack, Notion, Adobe/Affinity

Earlier design experience

JAN 19–JUL 21
Lecturer + Brand & Curriculum Designer AIAS + Shillington (FT/Brisbane)
2017–2018
Design / Photography Freelancer Canada, USA, Mexico, Melbourne and Brisbane
2015–2017
Concept Designer Leo Burnett (FT/Melbourne)
2012–2015
Senior Freelance Digital/Visual Designer (Melbourne)
2010–2012
Design Lead Mayk Ideas (FT/Toronto)

Before product fully got its hooks into me, I did the classic design nerd side quests: brand experience, web design, interaction design, design thinking and education, bit of contracting, lots of team mentorship, and many, many rounds of making things line up properly.

That earlier work gave me a strong base in visual systems, storytelling, self-directed projects, stakeholder management, design leadership and making complex information feel more obvious and the viewer less of a dolt.

It also explains why I still care deeply about typography, hierarchy and whether something actually makes sense before anyone makes it look good.