



Curriculum Vitae

BECK HUMPHREY | MAD/KEEN DESIGNER (AND A NICE PERSON TOO)

Bec Humphrey

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Mad/Keen&Nice



THINKING FORWARD

I believe that understanding problems with a human-centred approach has the power to enhance experiences and ultimately improve life in lots of ways. I mean, how amazing is it when stuff just works?!



RECENT EXPERIENCE

NOV 2022 - PRESENT

Product Designer,
Neighbourlytics, long
distance hybrid based
in Brisbane

[Case study link](#)

Neighbourlytics has thrown me into the deep end of start-up style life as an end-to-end Product Designer. I get to take on everything; from continual platform reviews, incremental and major improvements right through to the creation of new products.

UX research and design:

- Responsible for all UX research, analysis, insights and recommendations
- Plan and conduct user interviews, continuous usability testing alongside 3rd party recording and analysis (Hotjar)
- Creation and presentation of flow charts, diagrams and wireframes

Product/UI design:

- Designing wireframes and executing to polished development/engineering-ready designs with documentation and verbal handover
- Creation, development and upkeep of style guides and working alongside front end developers to build a design system
- Working with marketing/sales leads to identify levers within onboarding journey and creating meaningful flows, wireframes and UI to help trigger more sales
- Working with SMEs to understand user's relationship to product content and collaborating to develop better understanding and easier decision-making ability through the platform interface
- Working with development team closely to understand limitations, edge cases, staged work and releases, measurement of outcomes, and continuous iteration

Product management/ownership:

- Creating and continually iterating feature roadmap
- Being the conduit between customer feedback/insights to production outcomes
- Understanding core needs, requirements and stages for feature development
- Working collaboratively with Engineering on realistic outcomes and workloads

Methodologies: Combo of agile + lean start up (sprints and Kanban)

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

Technology: Figma, Miro, Jira, Confluence, Hotjar, Hubspot. designing with engineers using HTML5/CSS/React

APR-OCT 2022

Designer (BX/UX/CX)
Contract at Zipline,
long distance hybrid
based in Brisbane

[Case study link](#)

I was contracted by the Product Design and Product Marketing teams at Zipline to improve the brand experience and project manage their new identity's rollout.

- **Design audit:** Investigation and documentation of existing brand assets
- **UX Research:** Interviews and internal surveys to collate insights for the design of an extensive touchpoint journey map (CX/UX/EX tiers)
- **Strategy documentation:** Creation of planning documents including implementation guidelines for each of the horizons projected in line with company objectives
- **Brand design:** Project managed the implementation of collateral design based on the design guidelines collaboratively created with an external agency

NOV-APR 2021/2022

Innovation (UX/CX)
Designer Contract at
Naked Ambition, long
distance hybrid based
in Brisbane

[Confidential case study link](#)

My contract at Naked Ambition was focused around exploring the best outcomes for their client's new insurance products.

- **UX research:** Benchmark analyses, contextual inquiry sessions, user interviews, usability testing with prototypes, co-design facilitation with clients, insights synthesis, reporting and recommendations
- **UX/CX documentation:** Creation, iteration and upkeep of in-depth journey maps, user stories, experience analyses and MVP roadmapping
- **UX/UI design:** low to high fidelity wireframing and prototyping, iterations based on research outcomes and recommendations
- **Stakeholder/client management:** Insights report presentation and recommendations, innovative design sessions with clients, regular updates and collaboration with client's internal teams

JUL-NOV 2021

UX upskill at PeakXD,
remote based in
Brisbane

[Case study link](#)

PeakXD Accelerator: I spent time adding to my skillset focusing on human-centred experiences; studying and applying UX research methods and developing a deeper understanding of user interviews, data analysis, user journey development alongside deep dives into the more technical aspects of experience design with user stories, data-based design decisions, information architecture, heuristics and accessibility.



EXPERIENCE (TL;DR)

~~2019-2021~~
Educator + Curriculum Designer in Brisbane

AIAS: Creatively led and delivered a total rebrand alongside a curriculum overhaul and testing phase. **Shillington:** Taught graphic design and led students through three 13-week intensive courses adding curriculum elements where required.

~~2017-2018~~
Digital Nomad & Freelancer in Canada, USA, Mexico, Melbourne & Brisbane

CLIENTS/PROJECTS: **Why Food Works:** Brand experience design and content creation | **Lifemade_Lovely (IG Influencer):** Food styling and photography | **Lumaltik:** Branding and product photography | **Max & Mae:** Social media content creator and creative consultant

~~2015-2017~~
Conceptual Designer at Leo Burnett in Melbourne, Australia

CLIENTS/PROJECTS: **Bonds:** Campaign work (concept to art direction) | **Jay Jays:** Campaign work (concept to art direction) | **Spirit of Tasmania:** Brand campaign refresh/OOH/digital | **Victoria Uni:** Campaign work | **Other brands worked on:** Honda, 7Eleven, Satterley.

~~2012-2015~~
Freelance + Contract Designer in Melbourne

Agencies: Designworks, Principles, Noisy Beast, Savi Communications, Hunter, Nourish Branding | **Design departments:** Jeanswest, 2XU, Target, Harris Scarf, Harry the Hirer | **Clients:** The Return of Rad, Label, MYOB, Aconex, Aerosoles.

~~2010-2012~~
Senior Designer at Mayk Ideas in Toronto, Canada

CLIENTS/PROJECTS: **Collins Barrow:** Product materials, event design, corporate documents, proposal design, advertising OOH, way finding and environmental design, CB Life (recruitment drive) print and digital materials, app design, magazine design | **Rush Hockey:** Illustrative elements, event design.

~~2007-2010~~
Art Director/ Head of Creative Dept. at Overland Footwear in Auckland, NZ

KEY SKILLS ACQUIRED: Team management (including appraisals, discipline, hiring and firing), taking seasonal projects from ideas to national rollout, website design and continual iteration (including full project management, user interface, user experience, SEO, CMS integration) brand development/stewardship/creation, budget planning and reporting, and departmental admin.

~~2001-2007~~
Junior + Mid-weight design roles
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Tertiary Education

Various full-time roles & contract work as a Junior to Mid-weight Designer in Australia and New Zealand.
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Design School + Part Arts Degree (Graphic Design)

This work can be seen at madkeenandnice.com