

Design Lead and Senior Digital Designer with 15 years of experience delivering brand, product, and digital solutions across diverse industries. Strong background in leading multidisciplinary teams, improving creative operations, and partnering with stakeholders to provide high-quality, user-centred outcomes at scale.

## Professional Experience

### Core Capabilities

Design Team Leadership & Mentorship  
Brand, Communication & Product Design  
UX/UI & Digital Experience Design  
Design Systems & Standards  
Stakeholder Collaboration  
Creative Operations & Workflow Management  
UX & Visual Design Oversight  
Cross-Platform Design Consistency & Quality Assurance

### Design Philosophy

#### Strategy + Creativity

The most effective digital brand and product experiences are created at the intersection of strategic clarity and creative excellence. I lead with insight, define clear design direction, and ensure every outcome balances business goals, user needs, and long-term scalability.

### Senior Digital Designer

#### Rauland Australia & New Zealand – Digital Healthcare Solutions

Melbourne, Australia | Jan 2024 — Present

- Led end-to-end design execution across digital healthcare products, ensuring intuitive, accessible, and user-centred experiences aligned with clinical and user needs.
- Collaborated closely with product managers, engineers, and clinical stakeholders to translate complex healthcare requirements into clear, compliant, and scalable design solutions.
- Partnered with executive leadership to align design outcomes with business goals.
- Acted as a design authority in cross-functional reviews, ensuring quality, consistency, and alignment with strategic objectives.
- Supported go-to-market initiatives by delivering high-impact digital marketing assets aligned with product positioning and brand strategy.
- Improved delivery efficiency and creative quality through refined processes and tooling.

### Senior Art Director

#### One Fell Swoop – Property Marketing Agency

Melbourne, Australia | Jul 2023 — Jan 2024 (Contract)

- Led major brand and campaign initiatives from concept through execution.
- Led a team of designers across multiple projects and disciplines.
- Set clear creative direction while empowering designers to take ownership.
- Defined design standards, review processes, and best practices.
- Managed multiple projects simultaneously, prioritizing tasks, and meeting deadlines while maintaining attention to detail and quality.

### Senior Brand & Digital Designer

#### Conversion Digital – Digital Marketing Agency

Melbourne, Australia | Feb 2021 — Feb 2023

- Delivered high-impact design solutions across multiple industries.
- Created brand identities and systems for a wide range of clients.
- Acted as a trusted creative partner to internal stakeholders and clients.
- Supported junior designers through mentoring and design reviews.
- Worked closely with project managers, design colleagues, and content experts to deliver an effective user experience.

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## Professional Experience

### Tools & Platforms

Figma  
Adobe Creative Suite  
Design Systems  
Prototyping  
AI-assisted design workflows

### Awards & Recognition

Award-winning short film for Save the Children (national awareness campaign).  
Winner, Madhya Pradesh state bamboo mission logo.  
Winner, India–Africa Forum Summit (IAFS) poster design challenge.

### Lead Designer

#### North55 – Branding Agency

Dubai, United Arab Emirates | Mar 2016 — Mar 2020

- Led end-to-end branding initiatives across comprehensive brand engagements.
- Delivered high-impact creative campaigns from strategic concept development through to execution across campaign-specific deliverables.
- Collaborated with and mentored a multidisciplinary team of designers, developers, and copywriters, fostering growth, accountability, and creative excellence.
- Provided art direction and constructive design critique, effectively communicating feedback internally and in collaboration with external partners.
- Managed relationships with print suppliers to ensure timely delivery and the highest quality production standards.
- Conceptualised and created marketing pitches for acquiring new projects.
- Led client meetings and presentations for high-profile and enterprise-level brands.
- Championed team engagement and retention by introducing initiatives that strengthened collaboration, morale, and long-term commitment.

## Education & Professional Development

### Master of Design

MIT Institute of Design

### Bachelor of Mass Media – Advertising

BCCA Institute of Management Studies

### Product Design Course

Process Masterclass

### Diploma in Animation & Graphic Design

Arena Multimedia