

ABOUT

Name: Hamish Beattie

Date of Birth: 10/07/78

Residency: Australian Citizen

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LinkedIn: <http://au.linkedin.com/in/hamishbeattie>

Portfolio: Provided on request

Mobile: 0416 111 224

Work type: Contract, Permanent

Work location: Brisbane, QLD

Notice Period: 2 Weeks

Document last updated 2017 May

SUMMARY

Over the past 19 years I have had the fortune of working within many organisations ranging from Agency, Government, Mining, Finance, Sport, Software, Telecommunications and my own Design Agency.

During this time, I have witnessed and experienced the evolution of the “online world” adapting with the ever-changing environments, theories and principles of design.

My passion has always been User Interface Design, however over the past seven years I have shifted focus towards the User Experience, specifically;

- **User Research:** Focus Groups, Benchmarking, User Interviews, Heuristic Evaluations, Tree Testing, Card Sorting, Online Surveys, Stakeholder Workshops, Contextual Enquiry, Guerilla Testing, Analytics/Heat-map Evaluation, Content Audit, Competitor Analysis
- **Concept Ideation:** Persona, User Stories, Sketching, Interaction Models, Participatory Design, Guerilla Concept Testing, Content Strategy
- **Solution Design:** Solution Design Workshops, Information Architecture Design, User Journey Maps, Screen Flows, High/Low Fidelity Wireframes, Prototyping, Usability Testing, Interaction Design

WORK EXPERIENCE SUMMARY

PIPEFISH PTY LIMITED

2017 Sep – Current (12 month contract)

Position: Senior UX/UI Designer

Job functions:

- Working in the FTB Project Team I was responsible for redesigning the UX and UI of Rio Tinto’s global ticketing system. The following are a high-level summary of the type of work completed during this period
 - Evaluation of current state
 - Define users
 - Map user flows
 - Workshop with the business to understand and define an end state

- Design new user flows
- Design and test lo-fi wireframes
- Design and test hi-fi wireframes
- Work with and hand over design documents to development

CANSTAR PTY LIMITED

2017 Jul – 2017 Sep

Position: Product/UX Designer

Job functions:

- Write research objectives, gather insights via interviews, and help facilitate website usability testing
- Gather quantitative user data to improve design decisions by testing the hypotheses in an iterative manner
- Dive into user & business problems to help find the right solution
- Communicate visual designs such as product interfaces from sketching, wire framing, interactive prototyping, through to high fidelity mock-ups
- Collaborate with a wide variety of stakeholders including, management, developers and product designers
- Lead colleagues in UX/UI best practice

QK TECHNOLOGY

2017 Feb – 2017 Jul

Position: Senior UX/UI Designer (Contract)

Job functions:

- Working in the QK eLYM Project Team I was responsible for
 - Researching and delivering the user journeys, new functionality and producing the websites wireframes
 - Designing the User Interface and company's digital style guide
- Working in the My Family Lounge Project Team
 - Researching and delivering user journeys, enhancing existing functionality and producing the applications wireframes
 - Designing the User Interface
- **User Research and Testing**
 - Conducted
 - Surveys
 - Workshops
 - Competitor Analysis
 - Analytical review
 - Persona generation
 - Low fidelity prototypes
 - High fidelity prototypes

2015 May – 2017 Feb**Position:** UX Designer (Contract)**Job functions:**

- Working within the **Junior App Team** as UX Lead
 - Researched and designed the IOS and Android applications experience
 - Redesigned the Sales and Login pages

- Working within the **Optus Sport Team** as UX Lead
 - Delivering Optus's Premier League and Australian Cricket offering
 - Researched and designed the IOS and Android applications
 - Researched and designed the Apple Tv and Connected TV applications
 - Researched and designed the Optus Sport Website

- Working within the **Help and Support Feature** team as UX Lead
 - Researched and designed the
 - Community Portal
 - Optus Search
 - Help and Support pages
 - Single Sign-on between My Account and the Community Portal
 - My Optus App Help and Support section

- Working within the **Shop Team** as UX Lead
 - Designed the
 - Anytime Upgrade within My Account
 - Samsung 7 shop pages
 - Data Pool pages

- Working within **Miscellaneous Teams** as UX Lead
 - Designed the Network Bolt campaign page
 - Designed the Data Pool campaign page
 - Samsung 7 campaign page
 - Designed the User flows for Perks

- **User Research and Testing**
 - Conducted
 - User Testing (functional and paper based testing)
 - Surveys
 - Focus Groups
 - Workshops
 - Card Sorting
 - Competitor Analysis

2012 March – 2015 April**Position:** Senior Digital Producer – Head of Digital**Job functions:**

- **Heading up the Digital Team** I was responsible for

- Developing and implementing the Digital Strategy for 2012 - 2016
 - Negotiating Digital Assets Contracts (EDM Tools, Statistical Content, Editorial Content)
 - Managing an internal team made up of a Developer and Designer
 - Managing 700k digital budget
 - Managing all digital projects
 - Managing the sending of all EDM
 - Working with and training Super Rugby Digital Teams
- **Working within the Digital Team** I was responsible for
 - Training users
 - Lead UX/UI Designer for applications and websites
 - Lead UX/UI Designer within Salesforce CRM Implementation Team
 - Designing and building all electronic forms
 - Redesigning all websites to be responsive/adaptive

THE TRUST COMPANY

2011 March – 2012 March

Position: UX/UI Designer

Job functions:

- Develop and implement the Online Communications Strategy for 2011- 2013
- Migrate and convert pre-existing websites onto one platform and CMS
- Reduce all external costs by 70%
- Implement internal newsletter/blog system
- Design and implement Facebook and LinkedIn pages
- Oversee and maintain content updates for all corporate sites and intranets
- Website creation – Design, code and server integration
- MS SharePoint intranet - Skin/Set Up/Use
- Training users how to use multiple CMS

CYRIUS MEDIA

2011 February - March

Position: UI/UX Designer - Contractor

Job functions:

- UI Design
- Front End Coding

WE ARE SOCIAL

2011 January – February

Position: UI Designer - Contractor

Job functions:

- UI/UX Design
 - Facebook pages
 - Ecommerce site

2001 April – 2011 January

Position: UI/UX Designer, Web Applications Support and Programmer

Job functions:

- Oversee and maintain content updates for the City of Sydney's Corporate website
- Design file architecture behind the Corporate website (20k files) and incorporate CMS (Contribute)
- Website creation – Design, code and server integration
- Mobile sites - Design, code and server integration
- EDM - Design, code and send
- Flash/static banner add design
- Edit Audio/Video files
- Client liaison and management of client expectations
- Project management
- Staff training
- Use and repurpose Twitter, Facebook and Google API into sites
- Management of the OpenX Add Server and delivery of all banners
- Server set up/Maintenance
- IT Consulting/Help Desk Support
- CMS set up - Blog environments, implement AD security, design and skin
- MS SharePoint intranet - Skin/Set Up/Use
- Training users how to use multiple CMS
- Creation and maintenance of internal weekly newsletter system
- Set up of internal email systems for weekly newsletter
- Set up of intranet with CMS
- Design/Implement interface for Google Mini search
- Design/Implement syndicated feed readers for multiple sites
- Migrate all sites from Win NT4 > Win 2K server
- Migrate all sites from Win 2K > 2008r2 server

2004 – 2010 – Company Owner

Position: Managing Director

Job function:

- Client liaison
- Account keeping and management
- Project management
- Flash/static banner add design
- Design/Code web sites
- Server set up/Maintenance
- IT Consulting
- Helpdesk and first POC for all PC issues
- Domain name maintenance
- Wire framing and information architecture design
- User testing and usability testing
- UX Design
- Front end and back end coding (web)

- Edit Audio/Video files
- Set up Blog environments
- Training users how to use CMS

DNM PTY LTD

1999 - 2004 – Company Owner

Position: Managing Director

Job function:

- Client liaison
- Account keeping and management
- Project management
- Design/Code web sites
- Server set up/Maintenance
- IT Consulting
- Hardware and Software help desk first POC
- Domain name maintenance
- Front end and back end coding (CDROM and web)
- Edit Audio/Video files

THE WILIAM GROUP

2000 – 2001 – Full Time

Position: Multimedia Director

Job function:

- Design and develop CDROM products
- Design and code websites
- Edit Audio/Video files
- Liaise with clients
- Set up network servers
- Maintain content on several sites

CREATIVENGINE

1999 - 2001 – Full Time

Position: Multimedia Director

Job function:

- Develop CDROM products
- Design and code websites
- Liaise with clients
- Edit Audio/Video files
- Maintain content on several sites
- IT support

SOFTWARE / CODING EXPERIENCE - DETAIL

Experience key

* Beginner ** Intermediate *** Expert

UX/UI Design

MS Viso **

Database

MySQL *

Balsamiq ***

Axure ***

Invisionapp ***

Adobe XD **

Sketch ***

Flinto ***

Adobe CC **

Atomic ***

Figma **

keynote **

Web Development

Adobe Dreamweaver CC ***

Adobe Contribute CS5 ***

Adobe Flash CS5 *

Adobe Director 10 *

SAS

ServiceNow *

Traction EDM **

Strongmail EDM ***

MailCHimp ***

ExactTarget ***

Salesforce *

WebWiz EDM ***

Open X banner Advertising ***

Google Analytics **

Google Adwords *

Marketo **

Web Services/CMS

IIS 4,5,6 ***

PHP 5 **

SharePoint 2003 **

Contribute ***

WordPress ***

RedDot *

DNN 6,7 ***

Drupal *

CQ5 *

Domain Management

Crazydomains ***

MelbourneIT ***

Project Management

MS Project **

MS SQL 2003 *

Video Editing/Conversion

AVSMedia editor **

Adobe Premiere **

Avidemux **

iWisoft **

Audio Editing

AVSMedia editor ***

Audacity ***

Operating Systems

Windows 3x. NT 4.0 ,95, 98, 2000, XP,7,8, 10 ***

Windows 2003 Server, 2008R2 server ***

UNIX - SCO, Turbo, RedHat **

Mac 9.0, Mac OSX **

Mark Up/Coding

HTML4/5 ***

Bootstrap ***

CSS3 **

CSS ***

JavaScript ***

jQuery ***

Google, Twitter, Facebook API

PHP **

XSLT **

ASP **

VBScript **

Action script *

Lingo *

AJAX *

VB *

C *

FORMAL EDUCATION

User Centric Design

Course date: 2016

Course provider: MRIT

Microsoft Share Point - Advanced Designer

Course date: 2009

Course provider: Microsoft

Fundamental Guidelines for Usability

Course date: 2009

Course provider: Nielsen Norman Group

Advanced CSS Course

Course date: 2008

Course provider: Dynamic Web Training

Advanced Flash

Course date: 2008

Course provider: Dynamic Web Training

Advanced Flash Action Scripting

Course date: 2008

Course provider: Dynamic Web Training

Information Architecture

Course date: 2008

Course provider: Tactics Consulting

Advanced CSS and Advanced Dreamweaver

Course date: 2006

Course provider: Dynamic Web Training

Interwoven - Team Site Fundamentals

Course date: 2005

Certificate III in Computer Graphics & Multimedia (P/T)

Course date: 2001 – 2002

Course provider: Martin College

Multimedia Certificate IV - 3614

Course date: 1999

Course provider: Crows Nest TAFE

Analyst Programmer - 3604

Course date: 1998 – 1999

Course provider: Gore Hill TAFE

HSC

Course date: 1996/97

Course provider: Sydney Church of England Grammar School (SHORE)

REFERENCES

Additional references are available on request.

Greg Naimo, CIO, City of Sydney

“Hamish worked in our Web Services team and was a great contributor to the outcomes at the City. A smart and very professional person to work with who was universally well respected in the organisation. Perceptive to new ideas, very persistent in his execution and a very pleasant and well adjusted person to have in the team.”

December 21, 2010 – LinkedIn

Abby Andersen, Web Services Coordinator, City of Sydney Council

“To whom it may concern,

Hamish Beattie worked as a Senior Web Designer for the City of Sydney Council from April 2001 to January 2011.

I found Hamish to have excellent visual design, user experience design, and technical abilities; and to be a reliable and dedicated member of the team. I would have no hesitation in hiring him back, or in recommending to you that he be employed.

As a Senior Designer, Hamish was responsible for the complete creative design process on many high profile and heavily trafficked digital projects. From developing a full creative brief with internal clients, concept iterations and final art, frontend coding, through to delivery and launch of the completed project. His work encompassed Website and mobile site design, EDMs, system interfaces, WordPress skins, JavaScript and Flash interactivity. He was often responsible for overseeing the work of others and for directing third party suppliers.

The City of Sydney is one of the premier councils of Australia, and as such, requires work of the highest standard. Working within a deadline driven team for a demanding and reactive organisation often meant working under pressure. Hamish was able to effectively deliver under difficult circumstances and managed change exceptionally well.

Hamish was an invaluable member of staff and is sorely missed.

Warmest Regards,

Abby Andersen

Web Services Manager

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Thursday, 6 January 2011”