



Neil Dunbar

Designer with a proven ability to research, design and deliver human-centered experiences for millions of people.

Australian Citizen

Baseline clearance

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EXPERIENCE + EDUCATION

2016-19	DTA - Federal government	Service Designer
2014-16	Telstra	UX Lead
2013-14	DT	UX Lead
2012-13	Westpac	CX Program Lead
2010-12	Westpac	CX Senior
2009-10	FutureHouse	UX Lead
2004-08	ActivIdentity	Interaction Designer
2002-03	Herts University	Digital design studies
1996-2000	Bristol University	Masters Engineering

CLIENTS

Digital Transformation Agency, Telstra, Tourism Australia, Macquarie Bank, IBM, Westpac, Choice, Teachers Mutual Bank

AWARDS

2017	Opengov – Digital Marketplace
2016	AIMIA Winner - Australia.com
2015	Sitecore ROI Winner - Teachers Mutual Bank
2015	AIMIA Winner - IBM ReturnServe
2014	Good Design Award Winner -Westpac Live

SPEAKING EVENTS

2017	Creating smarter communities - ASCA
2016	Designing services for the digital age - FutureGov

SERVICE DESIGNER

Aug 2016 – May 2019

DIGITAL MARKETPLACE, DTA

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- **Lead research and design** of a multidisciplinary, agile delivery team on a live digital service used by all tiers of government.
- **Define, agree and plan approaches** to deliver user centred outcomes with product owner, delivery managers and ops team
- **Launched the MVP in 5 weeks** and passed a “Live” Digital Service Standard [assessment](#) in Oct 2018. We use a Kanban approach to release weekly and iterate from real usage.
- **Use analytics, operations data and user research** to validate if design experiments drive intended user behaviours and understand context when they don’t.
- **Develop prototypes based on research insights.** We design with everyone in the team and test prototypes every month with end users, including people with different access needs.
- **Create responsive, accessible designs**, across multiple service channels for touch, mouse and keystroke input following style guides and WCAG 2.0 AA guidelines.
- **Run regular research/analytics playbacks** to maintain team empathy and ensure the backlog and roadmap reflects user needs.
- **Provide mentoring and promote approaches** at showcases, guilds, meet-ups and design conferences.
- **Present progress to Ministers**, C level stakeholders across Federal government and publish [insights](#) to drive awareness.
- **\$420 million awarded to business** through increased adoption and embedded use across government (May 2019).

UX LEAD

2014 -2016

TELSTRA DIGITAL

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- **Field Services Digitisation:** responsible for research and design of mobile solutions to increase productivity of 5000+ technicians.
- **Co-designed with 470+ techs:** Used analytics, call centre data, weekly ride ons, interviews and time and motion studies to conceive, quantify and prioritise mobile app features and backlog.
- **Successfully shipped 6 releases** in sprints as part of a small multidisciplinary team. 97% downloads by staff, 4.4 Sessions/day

UX LEAD

2013 - 2014

DT (AGENCY)

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- **End-to-end UX owner** for Macquarie Bank, Australia.com and other projects spanning web, mobile, tablet, VR and service design.
- **Define, plan and lead** the UX approach to fit project needs and constraints through collaboration in agile, multi-disciplinary teams.
- **Uncover insights and agree objectives** via workshops, user research, fieldwork and data analysis. Synthesize findings into conceptual frameworks, experience maps, personas and task models.
- **Connect insights to design** by creating design principles, content strategy, information architecture, page flows, responsive wireframes and prototypes.

PROGRAM CX LEAD

2010-13

WESTPAC ONLINE & MOBILE BANKING

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- **Led the customer centric redesign** of Westpac Online & Mobile app for 3 million retail and business customers. Tasked with aligning multiple streams into a holistic, multi-channel experience.
- **Recruit, led and mentored 14 CX designers** in multi-disciplinary teams. Maintained a cohesive customer experience by establishing Westpac's online, mobile and form pattern libraries. Set up shared Axure files for consistency, review and annotation ease.
- **Responsible for all UI, IX and IA decisions**, successfully shipping 3000+ screens in 15 months.
- **Promoted agile design iterations** through rapid prototyping and ongoing customer feedback via guerilla, remote and formal testing.
- **Fostered a collaborative, mobile first culture** through daily stand ups, regular internal and client reviews and program sponsor level presentations. Educated stakeholders about UX, usability, visual design and accessibility.
- **Collaborated with IDEO** to define Westpac's UX sales strategy and led detailed design of the digital sales experience. Combined user research with experience mapping to support and influence customer behaviour via touch points and features that each persona prefers.
- **Good Design Award winner** Commercial Service 2014.

References are available on request.