



Michelle Hardi

Senior product designer

- 0430204713
- hello@michellehardi.com
- michellehardi.com
- /michellehardi

EDUCATION

- MIT CSAIL**
Human-Computer Interaction for UX Design (Oct 2018, Online)
- Udemy**
User Experience Design Fundamentals by Joe Natoli (Oct 2016, Online)

- Deakin University**
Bachelor of Arts (Media & Communication) (2007 – 2008)
Graduated with Distinction
- Melbourne Institute of Business & Technology**
Diploma of Mass Communications (2006 – 2007) - Highest Achiever in Making Sense of New Media

SKILLS

- UX and UI design
- Design strategy
- User research
- Workshop facilitation
- Stakeholder management
- Native mobile app design
- Animation and motion design

INTERESTS

- Good food
- Travel
- Good read
- Casual gaming

Hello! I'm a well rounded designer with 10 years of experience in Saas, Internal systems, B2B and B2C products. My passion is in delivering exceptional experience. I have the flexibility to adapt to different teams, manage stakeholders and contribute to design and product strategy.

EXPERIENCES

- REA Group** Senior Product Designer OCT 2023 - Present
 - Led the end-to-end design process for a new finance feature, helping thousands of Australians track their home loans.
 - Collaborated extensively with designers and key stakeholders to align design strategy with business goals.
 - Enhanced team workflows through effective workshop planning and facilitation.
- UniSuper** Senior Product Designer (contractor) JAN 2023 - OCT 2023
 - Led discovery and design for UniSuper's Member Online dashboard, enhancing the pre-retiree user journey.
 - Designed responsive UI using UniSuper's design system, contributing new components as needed.
 - Successfully met key project milestones and board expectations for FY23.
- Rezdy** Senior Product Designer JUL 2022 - DEC 2022
 - Led user research activities in the discovery process, including customer interviews and contextual inquiries.
 - Managed stakeholder expectations, ensuring transparency and alignment with project goals.
- Reece Group** Senior Product Designer JAN 2020 - JUL 2022
 - Led end-to-end design for Reece's new Point of Sale system.
 - Collaborated with UX designers to establish a cohesive internal experience and design system.
 - Conducted in-depth research and experiments in branches to improve process efficiency.
- Officeworks** Senior Product Designer (contractor) JUL 2019 - JAN 2020
 - Embedded in the mobile apps team, enhancing UI and microinteractions for iOS and Android.
 - Improved information architecture and user flows.
 - Led workshops and conducted user research to inform design decisions.
- REA Group Asia** Senior Product Designer MAR 2018 - JUL 2019
 - Designed and optimised local property portals in Malaysia, Indonesia, Hong Kong, and Singapore.
 - Conducted usability testing and applied qualitative and quantitative data to refine user experiences.
 - Mentored junior designers and maintained the UI pattern library in Sketch
- REA Group** UX Designer MAY 2016 - MAR 2018
 - Led the redesign of RealCommercial.com.au mobile apps (iOS & Android), increasing app usage by 71% and daily active users by 157%.
 - Conducted user research, prototyping, UI design, and introduced Lottie animations for microinteractions.

References available upon request