



Michelle Hardi

Senior product designer

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/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