



Michelle Hardi

UX Designer

Experiences

UniSuper

Senior Product

Designer (contract)

JAN 2023 - Present

UniSuper - Member Online Dashboard Experience

- Led the development of UniSuper's Member Online dashboard experience, prioritizing an enhanced user journey tailored specifically for a pre-retiree cohort.
- Collaborated closely with researchers, service designers, and content writers to ensure a comprehensive and user-centric approach throughout the project.
- Design responsive member online experience UI using UniSuper's existing Design system and also contributed new components into the design system.
- Successfully delivered key project milestones, meeting the board's expectations for FY23.

Rezdy

Senior Product

Designer

JUL 2022 - DEC 2022

Worked on discovery and design for booking software at Rezdy.

- Developed a comprehensive research plan and led research activities during the discovery phase to gain valuable insights into user needs and preferences.
- Proactively managed stakeholders' expectations, keeping them informed of project progress and addressing any concerns or feedback promptly.
- Conducted in-depth interviews with customers online and performed contextual inquiries on-site to gather valuable user insights and understand their pain points.
- Employed a user-centered approach to inform design decisions and improve the overall user experience.

Reece Group

Senior UX Designer

JAN 2020 - JUL 2022

Part of a product team working on Reece's new Point of Sale system

- Led the end-to-end design process for the Point of Sale System project at Reece Group ANZ, driving innovative and user-centered design solutions.
- Worked closely with other UX designers to establish a cohesive internal experience by laying the groundwork for a comprehensive design system.
- Collaborated effectively with a diverse team comprising UX designers, Product Managers, Business Analysts, Tech Leads, and front-end developers to ensure a streamlined and unified approach to the project.
- Conducted various experiments in different branches to identify and implement process improvements, fostering a culture of continuous enhancement.

Officeworks

UX Designer (Contract)

JUL 2019 - JAN 2020

Embedded into the mobile apps team for Officeworks retail app (both iOS and Android).

- Improved information architecture, microinteractions and UI design
- Ran a workshop involving wider stakeholders and collaborate with product manager and delivery manager to create mobile apps roadmap.
- Recruited users and conducted user research in a lab environment

REA Group Asia

Senior UX Designer

MAR 2018 - JUL 2019

Design and craft localised property portals in Malaysia, Indonesia, Hong Kong and Singapore.

- Conducted both remote and in person usability testing and research in Asia
- Use both qualitative and quantitative data to make design decisions.
- Mentored and coached junior designers in Asia, introduced them to usability testing
- Responsible for creating and maintaining the UI pattern library in Sketch.

REA Group**UX Designer**

MAY 2016 - MAR 2018

Embedded into a mobile apps squad for Realcommercial.com.au to completely re-imagine both Native iOS and Android experiences. Worked on the app from end to end,

- Lead designer for Real Commercial mobile apps
- Use both qualitative and quantitative data to make design decisions
- Responsible for user research, information architecture, UI design, prototyping and microinteractions.
- Introduced little delights using Lottie animations
- Achievement: 71% increase in app usage, 157% increase in daily active users.

Retail Zoo**Digital Designer**

AUG 2014 - APR 2016

Worked in a rapid pace environment in designing microsites for campaigns, mobile apps and digital marketing assets for the brands (Boost Juice, Salsa's, Cibo).

- Responsible for UI design and prototyping
- Collaborated with marketing, developers and the head of digital to create the best experience for Retail Zoo's demographics
- Worked on user flow and personas for Boost Juice's apps

Central6 Pty Ltd**Digital Designer**

AUG 2012 - JUL 2014

Helped design and launch two e-commerce sites, opticscentral.com.au and pharmacycentral.com.au. .

- Responsible for the complete design, optimising check out flow and overall site performance.
- Collaborated with marketing to generate digital assets and content
- Product photos touch up in Photoshop
- Worked on newsletter templates in Mailchimp

OzHut**Graphic Designer**

MAY 2011 - APR 2012

- Responsible for improving and optimising check out flow and overall site performance.
- Created content and design for hygiene pages
- Collaborated with marketing to create social media content, blog posts and infographics

Education**MIT CSAIL, Certificate****OCT 2018 [Online course]**

Human-Computer Interaction for User Experience Design online program

Udemy, Certificate**OCT 2016 [Online course]**

User Experience Design Fundamentals by Joe Natoli

Deakin University, Bachelor of Arts (Media and Communication)**FEB 2007 - DEC 2008**

Majors: Animation and Digital Culture

Achievement: Bachelor of Arts (Media & Communication) with Distinction**Melbourne Institute of Business and Technology, Diploma of Mass Communications****JUN 2006 - FEB 2007**

Highest Achiever in Contemporary Communication: Making Sense of New Media

Extracurricular**South East UX, Founder**

MAY 2019 - Feb 2021

I started a meetup group for UX designers who are based in the South East suburbs. It's mainly for knowledge sharing and networking. South East UX is now closed due to the limitation of our capacity.

Impromptu Apps, Co-founder

SEP 2020 - PRESENT

A friend and I created [Impromptu apps](#) to work on side projects. Current project: An inventory app for guitars called Guitar Case. Our MVP is out on iOS App store now.

Captain Wigglebum, Founder and Owner

NOV 2021 - PRESENT

When not working, I look after [Captain Wigglebum](#) an online store for dog toys, treats, party kits and accessories. I love dogs and I find curating dog supplies fun!