

# BRENDAN SIMMONDS

HUMAN-CENTRED DESIGNER  
SERVICE, UX, VISUAL DESIGN

## Contact



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## Education

SERVICE DESIGN - GRAD CERT

RMIT Online

CURRENT

PRODUCT MANAGEMENT

RMIT Online

2020

USER EXPERIENCE DESIGN TRANSFORM

Academy Xi

2019

SERVICE DESIGN ACCELERATE

Academy Xi

2019

USER EXPERIENCE DESIGN

General Assembly

2017

INDUSTRY DIGITAL DESIGN  
UI/UX, WEB DESIGN

Tractor Design School

2013

GRAPHIC DESIGN  
CERTIFICATE IV

Shillington Education

2008

## Skills

### HCD/SERVICE/UX Methods

- Research and Synthesis
- Affinity Mapping
- User Interviews
- Empathy Mapping
- Card Sorting
- Information Architecture
- Usability Testing
- Persona Development
- Rapid Wireframing & Prototyping
- Customer Journey Map
- User Flows
- Service Safari
- Service Blueprint
- Contextual Inquiry
- Competitor Analysis
- Co-design
- Visual Communication
- UI Design

### Various

- Graphic Design
- Digital/web design
- Identity and branding
- Project management and stakeholder facilitation
- Business improvement/operations audit including, research, planning and implementation
- Exposure to AGILE working frameworks

## Tools

- Axure
- Figma
- Sketch
- Invision
- Customer Journey Mapping tools
- Service Blueprint tools
- Adobe Creative Suite
- Microsoft Office Suite
- Dovetail App
- CRM platforms
- CMS platforms
- Novice experience with SalesForce

## References

References can be supplied on request

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## Experience

GRAPHIC DESIGNER

Blacktown City Council, Sydney

February 2009 - Present

Providing visual communication solutions for all internal business units including, environmental services, community and youth services, sporting and leisure centres, city events and libraries in both lead and supporting roles.

### Key responsibilities

- Brief development with client
- Project and specification research
- Stakeholder and supporting services facilitation and management
- Visual design of digital and printed assets
- Brand design and development
- Lead development and maintenance of internal design system
- Lead development of internal project management processes

### Key projects

- Internal design lead and rollout oversight of the \$18mil rebranding of the KEL (Kids' Early Learning, formally Children Services) business unit
- Internal rollout of the rebrand of Blacktown City Council
- Design lead for 'Transformational project' - 'A University for Blacktown City'

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MULTIDISCIPLINARY DESIGNER (FREELANCE)

Facadeprint

February 2009 - Present

Providing design, business operations and product offering consultation for various scale clients.

### Key projects

- VMS Acoustics
  - Elemental Training & Consultation
- VMS, a startup in the acoustic engineering and consulting space, approached me to craft their brand identity, website and digital products.
- Elemental Training and Consulting is a small business that offers a range of professional services to support the not-for-profit, community services and government sectors.
- Specialising in real-time noise and vibration monitoring created the opportunity for further design of a remote-login client and operator dashboard.
- They support organisational leaders consult the community, plan meaningful projects and deliver sophisticated research and learning products so that NSW is a better place to live.
- Branding & Identity
  - Design of stationery & printed material
  - Website planning, design, development facilitation & usability testing
  - UX research and wireframing for digital product.
  - Branding & Identity
  - Design of workshop material and printed products
  - Website planning, design, development facilitation & usability testing
  - Business operations planning (software and solutions)

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## Experience (continued)

SERVICE DESIGNER

Optus, Sydney

June 2019

Creating a Signature Experience for customers.

Client project undertaken during Academy Xi program.

To better understand the needs, behaviours and dynamics of a specific customer segment, insights were developed using qualitative research to guide the exploration of creating a 'Signature Experience' going beyond the current product and service offerings for new and existing customers. Of the ten concepts addressing various pain points, three were brought to prototyping and focus group testing.

Our research findings and insights have been taken to Optus' internal experience team to support their existing exploration into the space.

### Key responsibilities

- Qualitative research and analysis
- Desktop research exploring consumer, government and trend reports
- Conduct parent and child user interviews
- Competitor analysis
- Affinity mapping and synthesis
- Focus group facilitation and testing
- Customer Journey Map identifying pain points and opportunities
- Ideation
- Low and high fidelity prototype development
- Usability testing

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UX DESIGNER

Alfie, Sydney

June 2019

Review hotelier and customer concierge products.

Client Project undertaken during Academy Xi program.

Alfie is a game-changing mobile Digital Butler for hotels/resorts, and their guests, designed to work in synergy with hotel/resort teams to deliver better service, improved reviews and increasing hotel revenue.

To understand slow adoption rates for both hotelier and concierge customer-facing products, qualitative and quantitative research was conducted to build insight into hotel business operations and the before-during-after travel behaviours of guests, with the hope to identify opportunities to increase customer usage and retention.

We supplied the Meet Alfie team with a complete redesign of their hotelier platform, creating an easier-to-use dashboard and a new direction for the consumer app, creating an ecosystem with more value to the hotel stayer.

### Key responsibilities

- Qualitative research and analysis
- Desktop research
- User interviews
- Competitor analysis
- Affinity mapping and synthesis
- Customer Journey Map identifying pain points and opportunities
- Co-design workshop facilitation
- Low fidelity prototype development

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## Experience (continued)

SERVICE DESIGNER

WipeHero, Sydney

May 2019

Review service delivery for a mobile vehicle cleaning company.

Client Project undertaken during Academy Xi program.

Founded and based in Sydney, WipeHero brings the carwash to you, wherever you are, using their very own developed waterless technology - From privately owned vehicles to fleets, homeowner to business, it's the new and convenient way to get your car washed.

To understand slow adoption and low retention rates, qualitative and quantitative research was conducted to better understand the behaviours of car owners and the process in which their vehicle was cleaned. We also conducted contextual inquiries to observe how the service was perceived and how business operations and communication were conducted internally.

Of the ten concepts addressing various issues, three were developed into 'theatrical' prototypes with various supporting artifacts. One opportunity we identified was that the onsite staff cleaning the vehicles was a heavily undervalued opportunity for lead generation and insight about the service offering to passers-by. The prototype leveraged the WipeHero uniform, cleaning kit and introduced flags and large branded vehicle towels to create a stronger peripheral presence.

### Key responsibilities

- Qualitative and quantitative research and analysis
- Desktop research
- Online survey
- Service safari
- User interviews
- Affinity mapping and synthesis
- Customer Journey Map identifying pain points and opportunities
- Ideation
- Low fidelity prototype development

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SERVICE DESIGNER (SECONDMENT)

Blacktown City Council, Sydney

April 2018 - November 2018

Review service delivery for an internal business unit.

This role was in addition to my day to day role as a Graphic Designer.

Blacktown City is the second-largest in New South Wales and the fourth largest in Australia. They employ some 1,350 staff, have assets of over \$3.1B and an annual budget of over \$600m. The City has 48 suburbs over an area of 247 sq km, and a population of over 350,000.

The BPR team (better practice review) are the drivers of an organisation-wide program to review the public service offerings and operations of internal business units to assess, develop and assist in the implementation of best practice. To better understand the business unit, qualitative, quantitative, contextual inquiry, deep financial analysis, current-state service and stakeholder mapping is conducted.

### Key responsibilities

- Qualitative research and analysis
- Desktop research
- User interviews
- Competitor/industry analysis
- Business/team process map identifying pain points and opportunities