

# BRENDAN SIMMONDS

## HUMAN-CENTRED DESIGNER

### Contact



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### Profile

A naturally curious, methodical and empathetic human-centred designer, I leverage my experience from multiple disciplines and industries to develop a deep and holistic understanding to identify and address user and business problems across a number of touchpoints, products and services.

My experience includes strategy, service design, business improvement, UX and graphic design, all of which has helped improve customer and employee experiences, operations, products and services for companies operating in finance, engineering, education, health services and sports.

### Career Summary

<b>Westpac Group - Finance</b> CX & Service Designer	<b>2023</b>
<b>Bank of Queensland Group - Finance</b> Jnr Service Designer	<b>2022</b>
<b>Mudbath - Digital Agency</b> Experience Designer	<b>2022</b>
<b>Blacktown City Council - Local Government</b> Graphic Designer  Business Improvement Officer (Service Designer)- Secondment	<b>2009 - 2022</b>

### Qualifications & Personal Development

<b>RMIT Online</b> Graduate Certificate - Service Design	<b>2022</b>
<b>RMIT Online</b> Short Course - Product Management	<b>2022</b>
<b>Academy Xi</b> User Experience Design Transform  Service Design Accelerate	<b>2019</b>
<b>General Assembly</b> Short Course - User Experience Design	<b>2017</b>
<b>Tractor Design School</b> Digital & User Experience Design	<b>2013</b>
<b>Shillington Education</b> Certificate IV - Graphic Design	<b>2008</b>

### Skills

#### Human-centred Design

- Service Design
- Strategic Design
- UX Design

#### Various

- UI & Graphic Design

### References

References can be supplied on request

# Experience

CX & SERVICE DESIGNER

**Westpac Group - Finance**

**February 2023 - Present**

Westpac is one of Australia's largest banking and financial services companies, serving around 14 million customers, with a strong emphasis on innovation, sustainability, and responsible banking practices.

## **Key project**

With a focus on delivering a banking app experience of the future, the bank looked to explore and challenge a number of customer and business facing propositions.

Conducting initial research, I completed a number of interviews with consumer and business customers to understand their current needs and how they interact with a bank, whilst testing propositions that may not traditionally sit within a banks offering.

These findings and research went on to inform further strategic decisioning with this program of work.

JR SERVICE DESIGNER

**Bank of Queensland - Finance**

**February - December 2022**

The Bank of Queensland (BOQ) is a regional retail bank in Australia, established in 1874, known for its customer-focused approach and commitment to serving the needs of local communities.

## **Key project**

With a focus on broker-originated refinance customers, the bank looked to improve the digital experience, whilst honouring the broker-client relationship.

Conducting initial research, I completed a number of interviews with refinance customers, brokers and operations staff to understand the current-state experience for broker-originated mortgages, looking to identify painpoints and opportunity areas for improvement.

This resulted in research-backed propositions that looked to make improvements across the entire lifecycle and touch-points for broker-led refinance customers, brokers & staff..

GRAPHIC DESIGNER

**Blacktown City Council - Local Government**

**2009 - December 2022**

Blacktown is a bustling and culturally diverse city in Greater Sydney, with a population of 403,000 from over 180 different birthplaces, while its largest council, Blacktown City Council, actively prepares for future growth and delivers outstanding services to the community.

## **Key responsibilities**

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 tasks**

- 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

## Experience cont.

### BUSINESS IMPROVEMENT OFFICER / SERVICE DESIGNER (SECONDMENT)

#### Blacktown City Council - Local Government

2018

The Better Practice Review team (BPR) 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 tasks

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

### SERVICE DESIGNER

#### Optus, Sydney

June 2019

Client project undertaken during Academy Xi education 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.

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

#### Key tasks

- 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

### UX DESIGNER

#### Alfie, Sydney

June 2019

Client project undertaken during Academy Xi education 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 tasks

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

## Experience cont.

### SERVICE DESIGNER

#### WipeHero, Sydney

May 2019

Client project undertaken during Academy Xi education 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 tasks

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

### MULTIDISCIPLINARY DESIGNER (FREELANCE)

#### Facadeprint

February 2009 - Present

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

#### Key projects

- Acoustic engineering firm

VMS, a startup in the acoustic engineering and consulting space, approached me to craft their brand identity, website and digital propositions.

- Branding & Identity
- Design of stationery & printed material
- Website planning, design, development facilitation & usability testing
- UX research and wireframing for digital product.

- Advisory and training firm

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.

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 workshop material and printed products
- Website planning, design, development facilitation & usability testing
- Business operations planning (software and solutions)