

# BRENDAN SIMMONDS

## HUMAN-CENTRED DESIGNER

### Contact



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### References

References can be supplied on request

### Qualifications evidence

[RMIT - Statement of completion](#)

- available on request

### Profile

A naturally curious, empathetic, and analytical human-centred designer with over 17 years of experience spanning **strategic design, service design, business improvement, UX, and graphic design**. I bring a deep, **multidisciplinary approach** to **solving complex business challenges**, helping organisations **identify and improve customer propositions, experiences, streamline operations, and achieve strategic objectives**.

This experience has helped **define propositions, 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 - 2025</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	<b>2009 - 2022</b>
Business Improvement Officer (Service Designer) - Secondment	

### Qualifications & Personal Development

<b>d.MBA</b> Short Course - Business & Strategic Design	<b>Ongoing, 2025</b>
<b>RMIT Online</b> Graduate Certificate - Service Design & Strategy	<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>

### Key Skills

#### Human-Centred Design & Strategy

- Strategic Design | Service Design | UX Design | User Testing | Design Research (Qualitative & Quantitative)
- Customer Journey Mapping | Service Blueprinting | Prototyping
- Stakeholder Management | Workshop Facilitation | Design Thinking

#### Business & Data Strategy

- Business Strategy | Market Research | Data-Driven Decision Making
- Business Process Improvement
- Proposition & Business Model Development

#### Tools & Methods

- Figma, Miro, Adobe Suite | Prototyping & Wireframing
- MS Suite | Excel (Data Analysis)

## Experience

### CX & SERVICE DESIGNER

Westpac Group - Finance

February 2023 - Current

Used human-centred design, service design, customer journey maps, service blueprints and UX analysis to identify, articulate, solve and improve employee and customer-facing propositions, experiences and business problems.

#### Key Projects & Achievements

- Led **employee research & journey mapping** for Group Timecards Transformation, identifying **38 pain points, 7 insights and 11 recommendations**, influencing a **roadmap of change management and service improvements for people leaders and employees**
- Supported **employee research, journey mapping and service blueprinting** for Group Supplier Governance function review (CPS230), identifying **20 pain points and 6 opportunities**, influencing a roadmap of tactical and strategic improvements
- Validated **Personal Finance Management (PFM) proposition**, helping define **strategic positioning and value drivers**
- Led **planning and development of Voice of Customer (VOC) initiative** for Digital Procurement Transformation
- Supported **customer research, UX review, journey mapping and service blueprinting** for customer hardship service review, identifying **numerous pain points and opportunities**, influencing roadmap of service and touchpoint improvements
- Played a key role in Group Digital Procurement Transformation, **optimising staff onboarding, expense management workflows** and digital adoption
- **Collaborated cross-functionally** with **product, tech, and ops teams**, ensuring seamless execution of strategic initiatives
- Supported **research and validation** of a **next-gen banking app, testing innovative customer propositions** beyond traditional banking services.

### JR SERVICE DESIGNER

Bank of Queensland - Finance

February - December 2022

Used Human-centred Design, service design, customer journey maps, service blueprints and UX analysis to identify, articulate, solve and improve employee and customer-facing propositions, experiences and business problems.

#### Key project

- Supported **customer research & journey mapping** for broker-led refinancing, **identifying numerous pain points and opportunities**, whilst influencing a roadmap of service improvements
- Delivered a service blueprint that **addressed operational inefficiencies and improved broker-client interactions.**

### EXPERIENCE DESIGNER

Mudbath - Digital Agency

February 2022

Helped clients develop their digital experiences through UX and interface design.

#### Key Contributions

- Supported development of interface design system and elements for client app
- Supported development of interactive prototypes for client showcases and user testing.

### GRAPHIC DESIGN → SERVICE DESIGNER (SECONDMENT)

Blacktown City Council - Government

2009 - 2022

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. Additionally, I supported the review of service delivery for an internal business unit, using Human-centred Design (HCD) activities.

#### Key Contributions

- Led design of **multi-channel campaigns** for **major transformational projects**
- Applied human-centred design methodologies to **improve public services & internal operations**
- Led development and implementation of design system for organisational rebrand
- Supported **qualitative & quantitative research, mapping operational and employee pain points.**

## Experience cont.

### MULTIDISCIPLINARY DESIGNER (FREELANCE)

#### Facadeprint

February 2009 - Present

Providing design, business operations, and product consultation for startups and small businesses across engineering, advisory, and training sectors.

#### Key Projects & Contributions

##### Acoustic Engineering Firm (VMS)

A startup in the **acoustic engineering and consulting** space sought support in establishing their **brand identity, digital presence, and product offering**.

- Developed **branding & identity** to define market positioning
- Designed **stationery and printed materials** for business branding
- Led **website planning, UX research, design, wireframing, and usability testing** to optimise digital engagement
- Led **proposition and business model development** for new product offerings.

##### Advisory & Training Firm (Elemental Training & Consulting)

A consultancy supporting **youth programs for not-for-profits, community services, and government organisations** in strategic planning and training.

- Created **branding & identity** to enhance market presence
- Designed **workshop materials and printed products** for educational programs
- Led **website development, UX research, design and usability testing** to improve user experience
- Provided **business operations planning** (software and process optimisation).

## Additional Projects & Experience

### STRATEGIC & SERVICE DESIGNER

#### ACCA Dragon Boat Racing Team

Conducted holistic review, identifying strategic opportunities and propositions for membership retention, growth and uplift in member experience and club operations.

### SERVICE DESIGNER

#### Optus (Academy Xi Project)

Developed a 'Signature Experience' to enhance customer engagement beyond existing product offerings.

### UX DESIGNER

#### Alfie (Academy Xi Project)

Redesigned digital butler platform to increase user adoption in hospitality.

### SERVICE DESIGNER

#### WipeHero (Academy Xi Project)

Conducted research and prototyping to improve car wash service retention and brand visibility.

## Achievements

### WINNER - 'REMOTE SERVICE & SUPPORT' CATEGORY

#### Remarkable Tech Design-athon

The **Remarkable Tech Design-athon** is an initiative focused on leveraging innovation and technology to improve the lives of people with disabilities.

As a member of the three-person team '**Helping Hands**', we won the '**Remote Service & Support**' Category, securing a **\$10,000 grant** to further explore and develop our **telehealth proposition**. This experience reinforced my passion for **human-centred design, service innovation, and entrepreneurship**, as I thrive on identifying opportunities to create and scale impactful solutions.