

# JUNIOR MADUREIRA

## SENIOR UX LEAD

I'm a multi-disciplinary designer focused on UX, CX, design strategy and leadership.

My passion is solving customers' problems by creating thoughtful and enjoyable user experiences through a human-centred design approach, combined with Lean and Agile methodologies.

## EXPERIENCE

### Great Southern Bank, **Senior Digital UX Lead**

Oct 2022 - Present | Brisbane, AU | Direct reports: 5

- I'm responsible for driving the UX strategy and design of the bank's digital products, while optimising design processes using Design Thinking and Agile methodologies. With a key role in strategic design approach and process implementation, I work diligently to ensure that our team consistently delivers high-quality work that enhances our customers experiences and engagement.
- As a team lead, I am passionate about helping my colleagues achieve their professional and personal objectives. I prioritise fostering a supportive work environment that values open communication, collaboration, and mutual respect. In addition to mentoring my team members, I also ensure that design processes are followed consistently to maintain high standards of delivery. Although my focus is primarily on leadership and management, I'm also able to support the team with a variety of design tasks, including facilitating workshops, running UX research activities, producing wireframes and other design assets when necessary.

### Concentrix Catalyst (former Tigerspike), **Senior UX Designer**

Aug 2021 - Sep 2022 | Brisbane, AU

- As a Design Lead, I'm responsible for supporting and guiding our clients on defining opportunity areas, as well as conducting user research to discover desirability of new products through user interviews; facilitating ideation workshops and designing conceptual and interactive wireframes for solution visualisation.
- Working closely with one of the largest QLD Government agencies to identify user needs and solutions, whilst liaising with BAs, PMs and Dev team to find the right balance between technical constraints and user satisfaction.

### Z Energy, **Senior Experience Designer**

Mar 2019 - Aug 2021 | Auckland, NZ

- Within the Product & Design Team, I worked on a portfolio of initiatives that combined products and services from mobile apps to tangible customer experiences in the consumer and retail space.
- Using HCD and Lean methodologies, I facilitated workshops to help identify customer problems, ideate solutions, create prototypes and conduct user testing.
- Worked alongside project managers to create innovative customer experiences while demonstrating the value of design through the creation of artefacts such as user stories, user journey maps, story and concept boards.
- Designed wireframes, low and high fidelity interactive prototypes to help stakeholders evaluate and visualise new CX initiatives in the Z App.
- Liaised with external UX/UI designers and developers to implement features as well as helped prioritise backlog items in development sprints.
- Conducted customer interview sessions to gather quantitative and qualitative data to co-create insights that helped with our design decision making.
- Team portfolio: [innovationrefinery.nz](https://innovationrefinery.nz)

## SKILLS

### RESEARCH

User interviews, Surveys, Usability testing, Contextual inquiry, Cognitive walkthrough, User personas, A/B testing, Data and Task analysis, Customer insights workshops

### RAPID PROTOTYPING

Low to high fidelity prototyping, Interactive prototyping

### DESIGN

HCD approach, user flows, wireframing, conceptual sketches, mock ups, interaction design, mobile design, workshop/design sprint facilitation

### TOOLS

Adobe CS, Sketch, InVision, Overflow, Abstract, Figma, Axure, Balsamiq, UXPin, HTML/CSS/JS

### COURSES

Affordances: Designing Intuitive User Interfaces, The Interaction Design Foundation  
Product Design, Udacity + Google  
First Line Leadership, DavidForman  
SEO, SearchMasters

## EDUCATION

### BACHELOR OF ARTS (BA), GRAPHIC DESIGN

2000 - 2004

Florianopolis, Brazil

## PORTFOLIO

[juniormadu.com](https://juniormadu.com)

## CONTACT

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## EXPERIENCE

### Unleashed Software, **Creative Manager**

Oct 2017 - Mar 2019 | Auckland, NZ | Direct reports: 2

- Supported the Product team with UI guidance and feedback.
- Provided creative design solutions for global lead acquisition through website improvements, user registration process, digital campaigns, customer journey.
- Increased lead conversion rate from 10% to 19% for FY18.
- Led a small but highly productive creative team of visual designers and copywriters.

### Unleashed Software, **Head of Design**

May 2014 - Oct 2017 | Auckland, NZ | Direct reports: 2

- Utilised human-centred design methodologies to put our customers at the heart of the design process through consistent communication and iteration.
- Worked closely with the Product and Development team using Agile methodologies to deliver a world-class user experience.
- Responsible for User Research, Information Architecture, Interaction and Visual Design, Prototyping, and User Testing across web and mobile products.
- Designed task flows, wireframes, and high fidelity interactive prototypes.
- Managed the UI team to develop and implement the user interface designs.
- Managed the mobile app UX/UI design project, from end-to-end, performing hands-on tasks in the research and ideation phases, as well as prototyping, wireframing and designing the user interface. Liaised with external dev agency.
- "Ease of use" interface considered one of the key benefits by 87% of customers.
- Executed on a variety of design projects such as the corporate visual identity, video production, marketing campaigns and website redesign.

### Unleashed Software, **Design Manager**

Jul 2012 - May 2014 | Auckland, NZ

- Focused most of my time supporting the Product and Development teams with UX design and research, wireframes, mockups, content flow diagrams, interactive prototypes, user interfaces and front-end development.
- Designed and maintained the design system and UI library.
- Collaborated with product managers and developers to help define product requirements and road maps.

### Freelancer, **Senior UI/UX Designer**

Oct 2011 - Jun 2012 | Auckland, NZ

- Designed the UI for Unleashed Software as well as provided UX consultancy.
- Provided UX/UI design for several MemberConnex customers' websites.

### FourthMedia, **Senior Web Designer**

Jun 2006 - Oct 2011 | Auckland, NZ

- Responsible for managing small/medium projects by liaising with clients, organising and producing the deliverables, and monitoring the progress of other team members.
- Designed and implemented the Māori Television website. Designed and maintained several micro sites for SKY TV.

## CONFERENCES

### Webstock 2019, Wellington NZ

#### Key takeaway

How every design decision we make is affecting people's lives for good and bad. Society is changing behaviours due to the influence of products and services, such as social media and other media consumption channels. As product designers, we have the responsibility to make better decisions when designing for our future.

### SemiPermanent 2019, Auckland NZ

#### Key takeaway

To design for a future that doesn't yet exist, it takes a deeper understanding of people, how they think and feel, to get at the heart of what they need.

*"If you are not embarrassed by the first version of your product, you've launched too late."*

- Reid Hoffman