

Work Experience

Product DesignerService NSW, Business Bureau

Oct 2022 - Aug 2025

I worked closely with engineers, product managers, designers and stakeholders to define requirements, navigate constraints, and design effective solutions. I led lean projects and contributed to the entire design process from research to final implementation. I enjoyed hosting workshops for my squad ensuring our design process was inclusive, so our products were technically feasible, met business objectives and exceeded user expectations.

Projects

- **‘Message Us’ Design System:** Led the creation of a unified design library for Message Us - **a first-of-its-kind asynchronous chat experience in Australian Government**, offering personalised, tailored support to users. Consolidated fragmented design elements into a scalable, best-practice Figma system that ensures consistency and usability across the mobile product. Designed flexible, atomic components that support global updates, reducing design debt and accelerating iteration. Additionally prototyped end-to-end user flows to validate real-world scenarios and support seamless handoff to development.
- **Business Connect:** Business Connect provides free, specialised business advice in NSW. My contributions in this project led to completion of the registration, onboarding, searching and profile experiences, resulting in a successful re-platforming of the Business Connect Program to Service NSW, delivering the project after three failed attempts. This improved experience led to an **increase of 100-800 additional sessions per month**, beyond the existing 1,300 monthly sessions.
- **Online Resources:** Led the design of the Online Resources project, facilitating agile sketching and ideation workshops with my squad to explore and refine concepts. Introduced video tutorials, podcasts, and downloadable resources with embedded access. The redesign **increased engagement from 2,921 to 52,500 page views (+1,698%) and 387 to 110,000 users (+28,331%) (2024)**.
- **Search Relevance:** Identified quick wins to improve the experience of searching for a Business Connect Advisor. Analysed existing pain points and conducted stakeholder interviews with frontline staff to create a more user-friendly search engine and improve the relevance of search results. **Reducing bounce rates from 27% to 19% (-8%) and increasing the average booking engagement rate from 81.75% to 97.5% (+15.75%)**, leading to more successful bookings.
- **Business Concierge for Multicultural Customers:** Based on previous research, led a project to improve the experience for multicultural users by addressing the need for interpreter services. Worked with internal stakeholders and frontline staff who had used interpreters before, which led to a new option in our callback form for users to officially request an interpreter. Since the release of the new design, **this has resulted in 19 interpreter requests, creating a new success metric to track demand and usage**.
- **Eva Development:** Eva is an AI chatbot designed to answer simple questions and connect users to live support when needed. I worked closely with a cross-functional team, identifying common user issues from our existing live chat tool. By solving and deflecting queries with Eva, the organisation now a year post launch, is seeing an approximate **saving of up to \$60k a month, or 60% of agents time**.

Product Design InternshipService NSW

Jul 2022 - Oct 2022

My background as a Digital Service Representative laid the foundation for training in UI/UX design principles, including user-centred design, accessibility, and interaction design, to create inclusive experiences. Learning to collaborate in cross-functional teams and apply design thinking to solve user-focused problems.

Education

Certificate III in Customer ServiceZeal Futures

Mar 2021 - Mar 2022

Hard Skills

- Discovery and Framing
 - User Research
 - Usability Testing
- Design Systems Knowledge
 - Prototyping
 - Stakeholder Management
- Workshop Facilitation
 - Brainstorming & Ideation
 - Presentation Skills

Soft Skills

- Team Player
 - Quick & Continuous Learner
 - Excellent Communicator
- Collaborative
 - Adaptable
 - Precision designed products
- Innovative & Empathetic
 - Creative thinking
 - Growth Mindset

Tools

Miro, Figma, Jira, Confluence

Character

Humorous, Positive Attitude, Enthusiastic, Motivational, Eager

Reference

Grace Cooper, Principal Product Designer
0410 739 196
grace.cooper@service.nsw.gov.au