David Simpson

Senior Experience Designer

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For the past 8 years I've worked to make banking and understanding personal finance easier, more approachable and goal driven. I'm passionate about technology, AI, VR/AR and designing for immersive experiences.

Education

Bachelor of Visual Communication Design (Honours)
University of Technology Sydney | 2016

Awards

Australia's Number 1 Mobile Banking App
Forrester | 2023 & 2024

Australian Good Design Award
Australian Good Design Awards | 2021 & 2024

Gold Award Winner in Digital Finance
DrivenxDesign | 2021

Best in show for Accessibility
Australian Web Industry Association | 2021

Enterprise Business Web Award
Australian Web Industry Association | 2021

Skills

Software

- Figma | UI, UX & Prototyping
- After Effects | Lottie & prototype animation
- Adobe Photoshop
- Adobe Illustrator
- Confluence & Jira
- Xcode

Practical

- Qual & Quant Research
- Facilitating workshops & brainstorming sessions
- Mentoring junior and mid-level designers
- Familiar with Swift & SwiftUI languages
- Designing for responsive web & native platforms

Experience

Senior Experience Designer

Westpac | early 2021 - Present

- I lead and mentored a team of 4 other designers with the focus on designing personal financial management tools for the Westpac mobile app

  Related Stat
  We delivered 14 complex, multi-phased features over the course of 3 years, several being first to market in the Australian financial industry.
  88% of eligible customers have engaged with at least 1 of these features.

- I designed a flexible budget feature that allows Westpac customers to track their spending, savings and bills against their income.

  Related Stat
  41% of customers who onboard the feature, re-engage after 30 days.

- I collaborate with 3 other designers to maintain, document and support a Figma component library used by Westpac designers

- I have personally interviewed 100+ customers in generative and evaluative research interviews to understand expectations, usage and desirability of new and existing Westpac features.

- Lead the design integration of mobile app features from a major acquisition by Westpac, and developing a successful culture of collaboration and understanding with acquired employees

- Authored the first design guidelines for data visualisations on the mobile app platform; colour, accessibility, interaction, motion and typography.

- Increased the iOS App Store rating by 5 points

- Increased the Westpac NPS score by 14 points since 2020

Experience Designer

Westpac | early 2017 - 2021

- Increased usage of the Westpac Lock Card feature by 40% through the redesign and creation of a Cards servicing menu/hub for customers

- Designed the experience which saw 100k+ Westpac customers connect their Westpac cards to Apple Pay on the first day

- Reduced the number of customers with overdue credit card repayments by 38% through the introduction of a new tile informing customers in a transparent way when their credit card was due and how much was owed.

- Made the process for discovering features 2x faster and transactions 3x faster through the development of a new search and filter experience

- Designed a new secure, accessible and modern sign in experience for Westpac customers on desktop and responsive web

- Designed for the award winning, newly established native iOS and Android mobile app

- Contributed to develop a new component library for use by native designers and developers

- Worked through undefined requirements and technical constraints to meet business needs and enhance the customer experience

- Facilitated discovery workshops, DVF sessions, retros and design collaboration sessions with designers, developers, business stakeholders and managers

Creative & Digital Media Designer

University of Technology Sydney | 2014 to 2018

- Print & Social Media Graphic Design

- Short documentary and informative film making for use at open days, welcome events and ongoing safety messaging

- Motion design & animation for title sequences, billboard displays, social media, large and small events

- Designed and supplied assets for the first generation of the UTS Housing mobile app

Broadcast Motion Designer

Channel Ten | 2015

- Created title sequences, schedule animations and more for same day broadcast

- Idea and concept board generation for senior designers

- 2D & 3D animation in After Effects & Cinema 4D

- Designed vector and photo based assets for broadcast use

Passions & Interests

- I'm passionate about **mentoring, sharing and leading discussions on how design processes are changing and evolving**; from identifying trends in digital products to how humans are engaging with experiences.

- I'm passionate **about emerging technologies** and how they will impact our lives; from AR & VR devices such as the Apple Vision Pro or Meta Orion Glasses to AI tools such as MidJourney and Open AI's Chat GPT.

- I'm passionate about **designing for and curating 'Immersive Experiences.'** I often think about how brands could leverage this design process to enhance their experiences for customers.

- I'm passionate about learning processes and **ways of furthering my creative ability**; this includes learning how to develop in SwiftUI, animating in After Effects and attending events like SXSW Sydney.