

# Hey ABC!

My current gig has been four years as a UX, Experience and Customer Experience Designer for Westpac. I graduated my Bachelor of Visual Communication Design with Honours from the University of Technology Sydney in 2016.

The highlight of my time at Westpac has been working with a multidisciplinary team and key stakeholders to develop a new native iOS and Android banking mobile app for core customer journeys and use cases. I collaborated closely with my team and product managers at every stage from conceptualisation to delivery. I conducted qualitative research sessions, refined core/extended features, and took a lead role in the design of specific features (such as the accounts and cards product suite). I understood and adapted to the technical limitations of our platform and the expectations of stakeholders.

This led to a viable and feasible experience for our customers. These improvements achieved an iOS app store rating increase of 0.3 points and an NPS increase of 15 points within the first few months of release.

I was the lead UX designer in our implementation of Apple Pay, which required collaboration with Apple and other high-level stakeholders, plus a deep understanding of our legal and compliance requirements.

Prior to this project, my remit was more broadly focused on service design in other areas of the business. I was the primary UX designer on a multidisciplinary team tasked with researching and identifying quick wins and enhancements to core banking journeys on desktop and mobile web platforms. Our projects resulted in a 15% increase to transaction recognition, and a 40% reduction to the number of steps needed to make a payment. This resulted in a +5 points to our NPS score by uplifting desired transaction options.

I have become a go-to person in a variety of troubleshooting and R&D contexts, working in multi-disciplinary teams to test and provide evidence to recommend and scope new and potential products, services and programs. I've driven qualitative, quantitative and field studies, detailed customer journey mapping and managed deep stakeholder engagement processes.

I'm fluent in design tools including Sketch, Figma, InVision, After Effects, Proto.io, Flinto and more, developing low and high-fidelity prototypes for usability testing, stakeholder engagement and proofs of concept. I'm also skilled in animation which has helped sell concepts and features to the wider company.

I am a nominee and winner of multiple internal company awards for complex problem solving and delivering features. I believe that my skills would make me an excellent fit for your Senior Service Designer position. I'd love to learn more about this opportunity and discuss how my experience can contribute to the goals of the ABC.

**Thanks for your time,  
David Simpson**

# David Simpson

## Experience & Service Designer

david@dtsdesigns.net

dtsdesigns.net

0418 484 961

As an experience designer working on desktop, web and mobile platforms at Westpac I've collaborated with stakeholders, product managers and developers to determine how best to enhance everyday customer banking journeys and implement complex features to help millions of Australians fulfil their banking easily.



[dtsdesigns.net/heyabc](https://dtsdesigns.net/heyabc)

for my portfolio and more information relevant to this position

## Education, additional roles & awards

### BACHELOR OF VISUAL COMMUNICATION DESIGN WITH HONOURS

Graduated from the University of Technology Sydney in November 2016

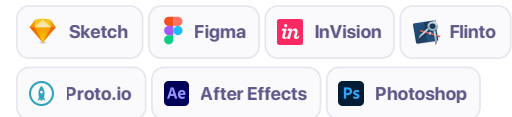
### FIRE & EMERGENCY WARDEN

Westpac Kent Street HQ - from July 2018 to present

### WESTPAC EMPLOYEE STAR AWARD

Awarded in February 2021. Nominated twice in 2020.

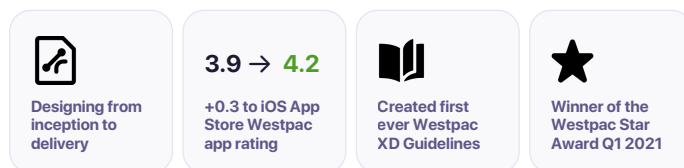
## Skills



LATE 2019 TO PRESENT

## Experience Designer

Westpac New Mobile App Experience (Project ION)



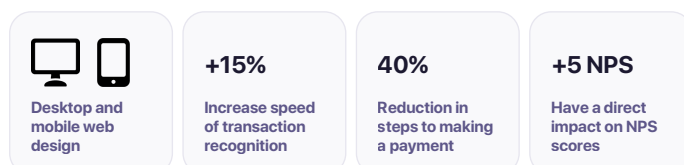
- I lead the conception and execution of the new experience for Westpac accounts and cards, implementing core features such as Apple Pay which achieved 10k+ sign-ups on launch day and reduced customer complaints significantly ongoing.
- I collaborated with a multi-disciplinary group from the initial concept of what a new banking app for Westpac would be through to its development and release to 3+ million Australians. In the process, I documented and built a 50+ page XD Guidelines pack in the process.
- I worked hard from the beginning to ensure the goal of designing and building Australia's most accessible banking app. The rules we created had a key focus on colour contrast, dynamic text sizing and high-quality voice over. After months of a rolling release, there have been zero accessibility based complaints.



JANUARY 2018 TO LATE 2019

## Experience Designer

Westpac Release Train



- I managed, designed and delivered on a number of simultaneous work requests from business, consumer, compliance and legal requirements.
- I was the lead designer on a multi-disciplinary team to identify, design and build quick wins based on everyday customer banking journeys. As a result, the team was able to achieve a 15% increase in the speed of transaction recognition and a 40% reduction in the steps to making a payment.



APRIL TO DECEMBER 2017, ROTATION 2 & 3

## CX Designer

Strategic Design & Customer Research Team

- I conducted and supported 40+ 1:1 qualitative interviews, quantitative surveys and field studies which helped to inform customer journeys and further service design.
- I collaborated with a multi-disciplinary team and key stakeholders to identify key everyday credit journeys for customers and deliver a proposal for key areas to improve customer wellbeing, uptake and retention
- I conducted qualitative and quantitative research studies and build reports to support the conception of a customer loyalty program
- I designed digital, customer service and international process concepts to enhance the customer credit acquisition flow and improve the sales funnel performance



JANUARY TO APRIL 2017, ROTATION 1

## CX Designer

St George Release Train



2014 - 2018

## Creative & Digital Media Designer

University of Technology Sydney



2015

## Broadcast Motion Design Intern

Channel Ten