

Hey Amazon!

I've worked for Westpac as an Experience Designer for over 4 years, after graduating with a Bachelor of Visual Communication Design with Honours from the University of Technology Sydney in November 2016.

The highlight of my time at Westpac has been working with a multidisciplinary team and key stakeholders to identify what a brand new native iOS and Android banking mobile app could be. I've worked with my team at every stage, from conceptualisation to delivery. I conducted and supported many qualitative research sessions, refining the core and innovative features, and led the design of the Westpac accounts and cards product suite experience. I understand and adapt to the technical limitations of our platform and backend to create viable and feasible products. As a team and with our product managers, we 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.

Before this, I was the lead UX designer on a multidisciplinary team tasked with researching and identifying quick wins and enhancements to everyday banking customer journeys on the desktop and mobile web platforms. Our projects resulted in a 15% increase to transaction recognition by implementing credit highlights. We also achieved a 40% reduction to the number of steps needed to make a payment by implementing a 'favourite payments' feature and received +5 points to our NPS score by uplifting the 'view accounts' experience.

I'm fluent in design tools including Sketch, Figma, InVision, After Effects, Proto.io, Flinto and more. These tools enable me to develop both low and high-fidelity prototypes for usability testing, stakeholder engagement and proofs of concept. I've also created animations to help convey the idea of the new mobile app and its features to the wider company.

I have been a multiple nominee and winner of internal awards for my success in solving complex problems and delivering features for our customers. 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 the legal and compliance requirements.

I believe that my skills in designing complex user journeys, arising from detailed business requirements, and accounting for legacy backend limitations would make me an excellent fit for your UX Designer position. I'd love to learn more about this opportunity and discuss how my experience can contribute to the goals of Amazon.

**Thanks for your time,
David Simpson**

David Simpson

UX & Product 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 implement innovative, high quality, complex features to help millions of Australians fulfil their banking easily.



dtsdesigns.net/heyamazon

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

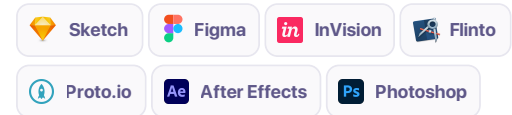
FIRE & EMERGENCY WARDEN

Westpac Kent Street HQ - from July 2018 to present

WESTPAC EMPLOYEE STAR AWARD

Awarded in February 2021. Nominated twice in 2020.

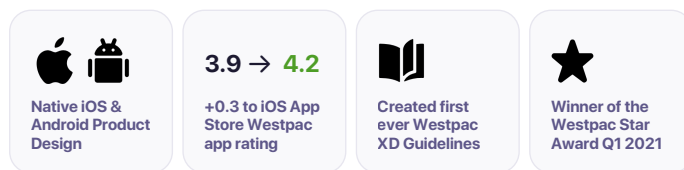
Skills



LATE 2019 TO PRESENT

Experience Designer

Westpac New Mobile App Experience (Project ION)



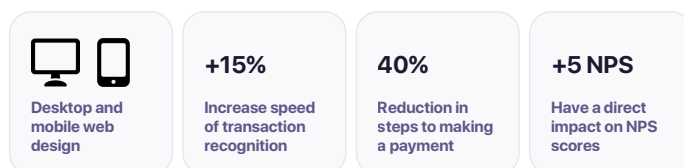
- I lead the design and execution of the new experience for Westpac accounts and cards, implementing core features such as Apple Pay which achieved 10k+ sign-ups on launch day and reduced customer complaints significantly ongoing.
- I collaborated with a multi-disciplinary group from the initial concept 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 and innovations including favourite features from customers. 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 decisions across the bank.
- I built a visualisation tool to help designers tell the stories of the customer and convey a new way of thinking based on the "jobs to be done" framework.



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



JANUARY 2014 - JANUARY 2016

Resident Networker

UTS Housing