

ZAK ROWLING

Digital Product and User Experience Designer

zakrowling.com • hello@zakrowling.com • Phone 0407 131 459

EXPERIENCE

Design Optimisation Lead at Beeline

April 2020 - Present

I'm currently optimising the digital experience for a US fintech mortgage lender based in Providence, Rhode Island. My role broadly includes UX/UI design, conversion optimisation and A/B testing, and designing brand collateral.

Senior UX / UI Designer at Flight Centre Travel Group

December 2018 - April 2020

I worked in the Jetmax division, leading the design of digital travel booking and management products for Aunt Betty and BYOjet. My responsibilities included creating high-definition interface designs and prototypes informed by research I gathered through qualitative feedback tools and analytical A/B test experiments I conducted and developed.

Senior UX / UI Designer at Healthcare Logic

July 2018 - December 2018

I worked in a fast-paced startup environment, leading the design of a healthcare analytics reporting platform. I liaised with the business and product team to ideate on concepts, conducted research and user testing with hospital administrative staff, presented user insights to the company board, and designed the user interface.

Digital Experience Designer at Virgin Australia

November 2015 - July 2018

I applied user-centered design research to produce persona-driven user journeys, wireframes, visual user interface designs, and coded interactive prototypes. I worked closely with the digital product team, stakeholders, and marketing specialists to communicate and demonstrate design concepts. My role saw me contribute to, lead, and co-lead digital projects including the redesign of the corporate and consumer travel booking products, the responsive flight search experience, the Virgin Australia website, and the mobile iOS app.

UI Designer / Developer at Flight Centre Travel Group

April 2015 - November 2015

I worked within an Agile Scrum to design, create, and maintain themes for the responsive booking products used by Travel Associates, Student Flights, and Flight Centre. In this contract role, I helped organise and establish front end design patterns, detailed user stories to solve complex problems, and contributed to the product design and development.

Lead Designer at Clear Pixel

February 2010 - February 2015

I led a small design team dedicated to creating tailored websites, ecommerce platforms, and digital solutions for our clients in a variety of industries. As the lead designer, I was required to understand complex business and industry processes in order to formulate solutions. I provided conceptual and visual designs to client projects based on insights taken from recorded user behaviour, analytics, and competitor research.

ZAK ROWLING

Digital Product and User Experience Designer

zakrowling.com • hello@zakrowling.com • Phone 0407 131 459

Web Designer at International Music
September 2006 - February 2010

This in-house casual role involved designing and developing the online musical instrument catalogues, managing website content, organising online auctions, and designing print materials.

EDUCATION

Online Certificate, Psychology at University of Toronto
2017 - 2018

Interactive Digital Media at SAE Institute
2009 - 2011

School-Based Certificate, Information Technology at TAFE Queensland
2004 - 2005

PROFESSIONAL DEVELOPMENT

The UX Activity Workbook
Self-published in 2020

50 page activity book featuring puzzles, crosswords, and fun games to test and teach UX design.

Workshops and Conferences

I've attended events including SXSW, Adobe Symposium, Semi Permanent, and Interactive Minds.

BIOGRAPHY

I'm a multidisciplinary designer with over a decade of professional design, user research, optimisation, and front end design experience. Whether I'm client side, agency side, or consulting, I enjoy working with others to solve design challenges, validating decisions through user research, and bridging the divide between designers and developers.

General focus

- User experience design and research
- User interface design and optimisation
- Prototyping and interactive design
- Front end design (HTML/CSS/JS)

Other passions

- Motion graphics and animation
- Brand development and communications
- Ethnography and social sciences