

SHASHIN PATEL

shashp@gmail.com

0474 218 755

Product Experience Design Lead

shashp.com

Melbourne VIC

I focus on levelling up healthy design practices that simplify complex systems into digital experiences real people use regularly to achieve impactful business results.

Head of Product Experience Design

May '23 – Mar '24

Lead UX Designer

Oct '21 – May '23

@ Workforce Analytics / Roster Right

Melbourne, VIC

I was the design lead responsible for redesigning, launching, and enhancing a B2B SaaS web app transforming a roster optimisation consulting process into direct client use

- Enhanced PDF results into web views enabling clients results across industries to sort, filter, and share optimised rosters while improving rego, login, and outage flows for 2FA web app
- Researched, rearchitected, tested, launched, & iterated on Builder & Editor UX enabling SIL and Aged Care clients to manage inputs at operational scale to submit new optimisations
- Ops & Sales Tech Lead, Training & User Guide showcasing tailored demos, trade show leads, client feedback, feature roadmap, and direct client tech support to drive value & revenue
- Redesigned and accomplished grant milestones for Industrial Instrument Builder web app securing \$400k of matching funds under the VIC Boosting Female Founders grant

Tools: Figma, Slack, Mural, Notion, GitHub, MS Teams & Office Suite, Google Slides

UX Lead & Team Manager

Jan '21 – Oct '21

UX Designer - Seer App

Jul '20 – Jan '21

@ Seer Medical

Melbourne, VIC

I led product designs, processes, designers, and a branded design system initiative for web & mobile squads improving the epilepsy journey for patients, the doctors that support them, and Seer teams that operated 30+ clinics, overseas expansions, and research projects.

- Global launch of the new Seer App enabling the world's first non-invasive seizure forecasting tech using modern, branded design system extending focus from diagnostics to daily uses
- Improved E2E designs & processes for Seer Cloud, the core of Seer's operating portfolio to improve revenues, reduce operational steps, and prep for branded design system uplift
- Managed scaled growth and hiring plans, while migrating from Sketch to Figma, ramping up new PMs, POs, dev & ops support, user research and design validations
- 2022 Vic Startup of the Year & 2022 Prime Minister's Science Prize for New Innovators

Tools: Invision+Sketch/Zepplin → Figma, Slack, Miro, Jira, Notion, GitHub, Zoom, G-Docs

UX Contract

Jan '20 – Jun '20

@ Target

Melbourne, VIC

I facilitated the strategic transformation from traditional brick + mortar focus into more seamless, convenient, and digitally connected web & mobile platform experiences

- UX lead for Web/Mobile Checkout to modularise, prototype, user test, and launch updates to online shopping, basket, checkout, rego, & ways to pay during usage spikes over Covid

- "1 Target" Hackathon Winner driving impactful potential to become the Order Status Web & Mobile UX Lead improving displays of consignment progress with a unified tech strategy
- Improved design team maturity by merging separate Sketch symbol & icon libraries and training marketing designers unifying a collaborative system with auto layouts in Figma

Tools: *Sketch, Figma, Axure, Invision, MS Teams, Jira, Confluence*

Senior CX Systems Engineer

Jul '17 – Jul '19

@ AT&T Digital, Retail & Care

Los Angeles CA, USA

AT&T acquired DIRECTV and I joined the product customer experience team where I led new product validations, controlled introductions, and CX for AT&T's newest TV/Internet offerings

- CX lead saving OpEx \$MM+ on AT&T TV & Genie Modernization national launches by iterating scaled intros with 10k+ employees, 50k+ early adopters, and 2.5M+ customers
- Pioneered self-resolve strategies & designs across TV & Broadband products with on-screen + digital self-care URLs, fault codes, and build-out of first CX lab in LA campus for testing
- 2018 Goldy Award for AT&T TV, diversity & inclusivity advocate, WCAG2.0 and A11y for TV

Tools: *UserVoice, Balsamiq, Slack, Jira, Confluence, MS Office/Project*

Senior UX Designer

Jun '14 – Jul '17

@ DIRECTV Satellite TV, Experience Design Studio

Los Angeles, CA, USA

I led E2E designs for satellite and streaming TV, Web, and Mobile from strategy, research, UX/UI/IX, prototyping, usability, handover, & post-live analytics as design team grew from 3 to 60+

- UX Lead for AT&T TV Self-Install live in 10 U.S. cities & UX Lead for Genie DVR Modernisation live in 26M+ Set Top Boxes across U.S. homes nationwide
- Cross-platform lead for self-resolving internet issues in 19M+ and Customer Care in 30M+ homes, reducing incoming contacts and increasing connected TV user base from 36 to 76%
- Re-architected NFL Sunday Ticket Web UX in 2016 to be fully browser responsive and video-first for 20M+ subscribers with access to web streaming
- Developed, and managed OmniGraffle UX pattern library for all TV screen layouts, panels, and widgets in use for any production DIRECTV Set Top Box experiences
- 2016 Merit Award Recipient and 2014 DIRECTV Engineering Academy graduate

Tools: *OmniGraffle, Slack, Dropbox/Box, Trello, Axure, Sketch, Zeplin*

Co-founder, Product UX & Strategy

Mar '16 – Aug '19

@ Acute-Robot.com

Los Angeles, CA, USA

While working full-time, I started an iOS mobile design & dev studio with my wife to explore passion projects launching 3 titles before moving to Australia:

Oodles Reef - Jelly-squid pocket aquarium with micro-transactions (global launch)

ParkAid - Street parking app illustrating rules like Google Traffic (open beta)

mappod.co - Private location streaming to friends and family (closed beta)

Product Design Lead

@ Qudos.com

May '12 – Apr '13

Vancouver, BC, CAN

I joined a stealth startup from concept to lead web designs at the intersection of trusted business referrals for your private social network with a brief of Yelp crossed with LinkedIn

Information Architect

@ Project WBS // VDIO.com

Jun '10 – Mar '12

Los Angeles, CA, USA

I joined a team of 5 backed by the co-founder of Skype aimed at bringing the experience of premium TV & movies to the web launching our alpha experience in 18 months at Vdio.com

- Storyboarded atomic UX designs, managed Antetype clickable prototypes & design specifications for domestic & overseas Agile dev teams
- Managed Kanban boards, wireframes, mapped CX journeys & lean startup processes
- Built site mini-maps, screen flows & competitive research decks for tech & exec teams

Tools: *Balsamiq, Sketch, Trello, Antetype, Silverback, iWork, Whiteboards*

Systems Engineer 3

Apr '09 – Jul '10

Systems Engineer 2

Sep '07 – Apr '09

@ Northrop Grumman, Mission Defence Systems

Los Angeles, CA, USA

- Redesigned B-1 Bomber Mission Planning experiences for in-flight use with 14/14 successful design reviews for the Office of the Secretary of Defence fielding releases 3, 4 and 5
- 2009 CMMI-5 Defence Systems Award, Systems Engineering Tech Dev inductee and 2007 Recognition of Excellence Merit Award

Tools: *MS Office and Project, DOORS - DOD Secret Clearance*

Systems Engineer 1

Apr '06 – Sep '07

@ Raytheon, Technical Services Division

Los Angeles, CA, USA

- Electro Optical Sensor Unit Team Lead for \$2.6M F-18 ATFLIR maintenance redesign aimed to improve availability of sensors to U.S. Navy forward ops by making line replaceable units
- Designed + delivered 18 EOSU integrated tech repair manuals and trained NAS JAX naval air technicians how to disassemble, repair, reassemble and test electro-optical sensor unit
- 2007 Raytheon Sys Eng Tech Dev Program and Raytheon 6Sigma Greenbelt

Tools: *MS Office, Pro-E - DOD Secret Clearance*

University of Southern California, Viterbi School of Engineering

2003 – 2005

B.S., Industrial & Systems Engineering with Information Operations Management

Vice President, Alpha Pi Mu Engineering Honours Society & Dean's List

United States Naval Academy

2001 – 2003

2 years active duty training in the US Navy

National Service Defence Medal for active military service during 9/11