

Anthony Drane,
Senior Designer.
Products, Services, Experiences & Strategies.

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EXPERIENCE

Service NSW / Senior Product Designer

FEB 2020 - PRESENT, SYDNEY

Service NSW makes government services easy. I perform end-to-end research & design within small, cross-functional, squads.

- Led strategic design project to inform where a credential verification capability should be built for long-term scalability; using archetypes, use case analysis, insights & DVF scoring.
- Co-designed a feasible credential sharing MVP for the delivery of a major national interoperability showcase (*Austroads IVC24*).
- Orchestrated the migration of all design files to new styling guidelines, supporting junior designers, developers & agencies.
- Supported the creation of a research-backed product catalogue of scalable design patterns & capabilities, allowing issuing agencies to quickly introduce full-featured credentials into the app.
- Performed discovery and design for Working With Children Check verification in the Service NSW app. Shipped Q4, 2021.
- Led design of a design system website for internal teams to consume styles, components & content guidelines from our GEL.

Link Group / UX Designer

JUN 2018 - FEB 2020, SYDNEY

Link Group build and administer share registry, corporate market & superannuation solutions. I conducted diverse design activities across a range of fin-tech products.

- Led re-design of complex financial investment module, *Ownership* (500+ clients), for the flagship product *miraqle*. Shipped Q1, 2020.
- Co-designed 350+ screen white-label, superannuation, mobile app, adopted by several clients including ‘Prime Super.’
- Internal UX consultant, for various teams and initiatives, working on investor websites, web apps, internal systems & mobile apps.

ProAuto Group / Product Designer (Contract)

NOV 2017 - MAR 2018, CHULLORA

ProAuto Group are automotive dealers, re-imagining workflows with technology. I owned the design process for a concept app to support the road-to-sale & generate useful data for car dealers.

- Mapped operations via interviews, contextual inquiry & process review, highlighting pain points & opportunities.
- Prioritized features for MVP, crafted wireframes and interactive prototypes, incorporating periodic testing & business feedback.
- Co-designed a business model canvas with stakeholders & crafted a detailed service blueprint to support business implementation.

BECOME Education / UX/UI Designer (Contract)

MAR 2018, MANLY

BECOME creates student-led programs for career exploration. I absorbed existing research to rapidly generate MVP UI concepts for an assistive web application.

- Workshopped personas & user journeys with stakeholders.
- Ideated features & flows, utilizing best-practice & bespoke patterns.

OTHER PROFESSIONAL EXPERIENCE

- **City Water Technology** / UX Consultant / NOV 2017
- **Channel 9** / News Video Editor / SEP 2013 - FEB 2018
- **2MCE** / Radio News Journalist / JUN 2012 - JUL 2013

FORMAL EDUCATION

RMIT / Graduate Certificate in Service Design

2024, MELBOURNE

General Assembly / UX Immersive

2017, SYDNEY

CSU / B. Communication (Journalism)

2013, BATHURST

COURSES & TRAINING

- **Service NSW** / Agile core ceremonies
- **Andy Polaine** / Workshop Facilitation
- **IDEOU** / Human-Centred Systems Thinking
- **Lens 10** / Google Analytics 360
- **Intopia** / Designing for Accessibility
- **U. Georgia Tech** / Human Computer Interaction (HCI)
- **FreeCodeCamp** / Front-end Development
- **U. Helsinki** / Object-Oriented Programming
- **U. CWR** / Inspiring Leadership with EQ
- **U. San Diego** / Learning how to learn

SKILLS

- Product design (UX/UI)
- Service design
- Strategic design
- Systems thinking
- Brief interpretation, scoping & road-mapping
- Stakeholder engagement
- Problem framing & hypotheses
- Design research & synthesis (qualitative & quantitative)
- Experience, journey & service mapping
- Workshop facilitation & co-design
- Ideation, wireframing & prototyping
- Artefacts, reports & presenting design
- Supporting design through delivery
- Agile methodology
- Front-end development (basic)

TOOLS

Figma • Miro • JIRA • Adobe CC (AI, PS, AE, PR)
• Google Analytics • Askable • Fullstory • Dev Tools (HTML, CSS & JS) • Optimal Workshop

ACTIVITIES

- **Service NSW, BRAVO** ‘Make it happen’ Award (‘23)
- **NSW Dept. of Customer Service**, Sludge-a-thon award (‘21)
- **Service NSW Design Guild**, GEL & research working groups (‘20-21)
- **Rough Edges**, Documentary Film (‘19)
- **IxDA**, Research mentoring circle (‘18)