



KATELIN ADDISON

Senior UX/UI Designer

LINKEDIN

www.linkedin.com/in/katelin-addison

EDUCATION

Web Design Diploma

The Graphic Design School | 2014

Graphic Design Diploma

The Graphic Design School | 2013

Bachelor of Business

University of Newcastle | 2006

Bachelor of Laws

University of Newcastle | 2006

COMPUTER SKILLS

Figma
Sketch App
Adobe XD
InVision
Axure
Wordpress
Miro

INTERESTS

Photography | travel | interior design
languages | floral design | architecture
photo book design

ABOUT

I have over 10 years' experience as a UX/UI designer and altogether over 16 years of broader business experience through my previous career as an employment lawyer.

I'm always striving for great user-centered design and with experience across a broad range of industries, I enjoy working on a project from the initial concept phase, delving into user research and preparing concept flows, user personas and high level wireframes to workshop solutions, through to translating this into a final product.

EMPLOYMENT

Senior UX/UI Designer

Tortiose & Hare CX Agency | August 2022 - Present

Senior UX/UI Designer

Expedo | March 2020 - July 2022

Freelance Senior UX/UI Designer

Clients include Princeton Digital Agency (product apps for pharmaceutical and health related organisations), WorkScore, Stamford Investments Australia, Law of the Jungle | November 2016 - Present

Lead UX/UI Designer

WorkScore, Sydney | October 2017 - September 2019

UX/UI Designer

029 Zerotwonine The Agency, Germany
October 2014 - October 2015

Graphic Designer

Ogilvy, Germany | March 2014 - October 2014

Web/Graphic Designer

Bettzeit GmbH / Dormando GmbH, Germany
June 2013 - March 2014

Lawyer

Minter Ellison Lawyers, Australia | March 2010 - May 2012

Lawyer

Maddocks Lawyers, Australia | March 2007 - March 2010



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EXPERIENCE

Virgin Australia Business Flyer - loyalty booking portal for Business travellers

Tortoise & Hare CX Agency | Lead UX/UI Designer

I was engaged as lead UX/UI designer to evaluate the UX of the VA Business Flyer online booking portal and investigate and present solutions to the business to increase sign ups and flight bookings through the program.

I conducted user research to establish usability issues across the sign up and activation stages, along with any perceived issues with the Business Flyer portal when searching for and booking flights. Based on the research, users were confused about the activation of their account and many users found it difficult to book flights and/or search for a flight. Based on this research, I prepared various user flows, showing the pain points for users and proposed updated user flows and screen flows, including final UI screen designs to address these usability issues.

This involved the redesign of UX and UI requirements for the Business Flyer booking and rewards portals, including the user flow for searching and booking flights, customisation for business account settings, enhanced display and utilisation of business points and rewards.

As part of this project, I used various methods of user testing: focus group sessions as well as unmoderated surveys sent to existing users. The results from this testing uncovered the focus areas for updated user flows and screen flows, and informed my work in implementing enhancements to the UX and UI of the overall platform

Endeavour Group - Loyalty app for pubs & hotels

Tortoise & Hare CX Agency | Senior UX/UI Designer

I was engaged to lead the UX discovery and handover to UI of the rewards and loyalty aspects of a new hotels and pubs app to allow members to collect points with purchases across all affiliated venues.

My work involved extensive market research and user testing to validate concepts and to help the business determine its strategy and focus for the new app. I prepared market scans and conducted user testing to validate rewards concepts and to test initial wireframes and their explanation of the rewards system.



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Exemplo (Expedo) HR SAAS onboarding / payroll / timesheets for contractors

Senior UX/UI Designer

I was responsible for reviewing the UX across various areas of the Exemplo platform, including the worker experience for onboarding new workers, the process for a HR manager tracking an onboarding and improving the interface and process for various content creation applications such as creating contracts of engagement, worker courses and HR workflows.

I worked with product and senior management to understand the product goals, the painpoints for HR managers and workers using the product and workshopped possible solutions to overcome these problems, using various forms of testing and preparing user flows to reflect a streamlined UX. I prepared all UI and UX requirements to be implemented by the development team and successfully implemented a new worker onboarding process, made improvements to the HR platform for tracking onboardings and implemented a new content creation platform for creating courses.

Macular Degeneration Australia - new user account platform complying with WCAG 2.1 AA

Princeton Digital | Lead UX/UI Designer

I was engaged as the lead UX/UI designer to review the Macular Degeneration Australia website and member account capability, to improve the overall UX and implement additional member access functionality for those with a diagnosis, or a carer of a person with a diagnosis.

All new designs were created in compliance with WCAG 2.1 Level AA and this was verified by an independent WCAG auditor.