# TIARA DOBBS

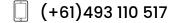
**UX | PRODUCT DESIGNER** 

#### **PROFILE**

A multi-disciplinary designer with 7 years of experience in research, design, and technology in architecture. I'm a sucker for solving complex problems led through research and process-driven design.

#### CONTACT









#### **SKILLS**

#### Research

User research and strategy, usability testing, information architecture

#### Design

Sketching, wireframing, protoyping, interaction design, UI design, mobile design, voice design, web design, accessible design, service design.

#### Software

Figma, Sketch, Adobe Creative Suite, InVision, Marvel, Whimsical, Optimal Sort, Principle, Zeplin, Asana, + more

#### **EDUCATION**

User Experience Design
APR 2022 - CareerFoundary

Computational Design
December 2017 - UNSW

Mechatronic Engineering 10/16 terms Present UNSW

#### **EXPERIENCE**

# UX/Product Designer | Freelance MAR 2022 - PRESENT, SYDNEY,

- Spearheaded user research, interaction design, and information architecture to achieve project outcomes.
- Worked closely with company owner as an experienced strategist and customer service team members.
- Planned and implemented sprints along side business goals, strategy and steakholder decisions. Implemented website analytics to draw customer insights.

### Designer & Technologist | Scott March 2021 - March 2022 Carver

- Instigated a number of technologies and optimised work practices within the organisation which are in place today.
- Integral design team member for winning commercial building competition, focusing on user testing and research.
- Pushed and achieved sustainability goals within the organisation, beating earlier projections for carbon emmission reduction.

# Product designer | HilQ January 2021 - October 2021

- Saw a 24% online inquiry increase in 3 months after leading the research, user testing, and redesign of the website and it's launch.
- Instigated user research, interaction design, and information architecture to achieve project outcomes.

## RPA designer | Claim Central February 2021 - April 2021 (Internship)

- Spearheaded the design and build of a novel RPA system to optimize work practices within the organization.
- leading usability and research, information architecture, and interaction design for the web application.
- Spearheaded user research, interaction design, and information architecture to achieve business goals.

# UX designer | Rightful February 2019 - April 2021

- Lead usability and research, information architecture, and interaction design for the web application.
- Spearheaded user research, interaction design, and information architecture to achieve project outcomes.
- Successfully iterated and implemented branding strategy for the startup with style guides and branding guidelines.

# Computational Designer | PTW April 2017 - August 2019

- Spearheaded the Computational design group within the office which made a number of analysis tools, optimisation functions as well as new technologies such as VR, AR and haptic technology for project use.
- Successfully taught basic grasshopper programming to a team of architects.
- Worked closely with project architects doing user research for construction, design and analysis.

# Architectural Researcher | BVN + ARUP July 2016 - April 2017

- Developed and published research into indoor positioning systems and how these can be used to identify face-to-face interacts.
- Successfully taught basic python and grasshopper programming to a team of architects.
- Worked closely with project architects to conduct user research testing.