

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

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SKILLS

Research

User research and strategy, usability testing, information architecture

Design

Sketching, wireframing, prototyping, 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 stakeholder 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 emission reduction.

Product designer | HiIQ

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.