TIARA DOBBS

UX | PRODUCT DESIGNER

PROFILE

A multi-disciplinary designer with 6+ 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

- tiara.dobbs@outlook.com
- (+61)493 110 517
- in/tiara-dobbs
- tiaradobbs.com

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

Pencil and paper, Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Illustrator, Google Analytics, + more

EDUCATION

User Experience Design (Foundation)
APR 2022 - CareerFoundary

Mechatronic Engineering (Hons)
10/16 terms - (Present) UNSW

Computational Design (Hons)
December 2017 - UNSW

EXPERIENCE

UX/Product Designer | Freelance
MAR 2017 - PRESENT, SYDNEY, NSW

- Spearheaded user research, interaction design, and information architecture.
- Worked closely with owner as an experienced strategist to plan and implemented business goals, steakholder decisions, website and analytics to draw customer insights.
- Freelance work included companies such as Anna's Curtains, Built Quik, Glass Alley, Alpha legacy, Formed Xi, and many others.

Designer & Technologist | Scott Carver
March 2021 - March 2022 (Contract)

- Instigated technologies and optimised work practices within the organisation.
- Design team member for winning commercial building competition, focusing on user testing and research.
- Achieved and exceeded sustainability goals within the organisation.

Web designer | HiIQ
January 2021 - October 2021 (Contract)

- 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 optimise work practices within the organisation.
- Lead usability and research, information architecture, and interaction design for web application.
- Communicated to non-technical steak holders clear impact on business from this new system.

UX designer | Rightful Startup
February 2019 - April 2021 (Contract)

- Facilitated usability and research, information architecture, and interaction design for Rightful's web application.
- Lead 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 making a number of analysis tools, optimisation functions as well as User experience, VR, AR and haptic capabilities for projects.
- Successfully trained Revit, Python and grasshopper programming to a team of architects.
- Worked closely with project architects doing user research for construction, design and analysis to achieve business goals.

Architectural Researcher | BVN + ARUP
July 2016 - April 2017 (Contract)

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

Design and Product manager | OLLO
Feb 2015 - April 2017 (Contract)

- Developed marketting material, pricing list, design newsletters, social media coordination, web design for OLLO products