



Tiara Dobbs

Senior Product Designer

Professional designer with 8 years of experience creating both digital and physical products and brands. Let me bring clarity to your complex problems, it's what I do best.

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Skills

- Interaction design
- Visual design UI
- User Experience UX
- Branding
- eCommerce
- Design Systems
- 3D modelling / Architectural drawings
- Web Design
- Agile Methodologies
- Data Analytics (Heap & Mixpanel)
- CSS | Java | HTML (Basic)
- Adobe suite
- Figma
- Asana | Jira | Confluence

Education

Bachelor of Mechatronic Engineering
University of New South Wales (UNSW), Australia
104/168 UoC (Units of Credit)

Bachelor of Computational Design (Honours)
University of New South Wales (UNSW), Australia
Exchange Scholarship to Hong Kong

Bachelor of Architectural Computing
University of New South Wales (UNSW), Australia

Publications

CAADRIA 2019: Developed a method to identify face-to-face interactions using an indoor positioning system.

CAADRIA 2019: Explored enhancing user engagement in the design process through augmented reality applications.

CAADRIA 2019: Investigated the integration of voice recognition and gesture control for augmented reality interactions.

CAADRIA 2019: Researched the integration of haptic interaction and feedback in virtual environments to enhance immersive experiences in design practice.

PRESENT,
JULY 2022

Experience

Lead Product Designer | Ankor Software

I worked across all Ankor platforms and collaborations, advancing from Product Designer to Senior Product Designer.

- Product Design & Delivery:** Lead the full design process for 5 complex web and mobile apps. Accelerated feature delivery by improving team coordination and using tools like Figma, Miro, Asana, and Confluence to support a team of 12 engineers.
- Design Systems:** Built and maintained reusable design libraries and guidelines that improved consistency, reduced handoff errors by 50%, and cut development time by more than half within a year.
- Cross-Functional Collaboration:** Strengthened alignment across Product, Engineering, Customer Success, and Marketing by developing a shared service design map, running training sessions, building internal resources, and optimising feature rollouts. These efforts contributed to a 50% drop in customer churn within three months.
- Strategy & Planning:** Partnered with leadership to define product direction, OKRs, and KPIs, driving a 300% increase in platform engagement.
- Team Leadership:** Managed and mentored a team of 4 junior designers, raising design quality scores by 40% and doubling team productivity. Received consistent positive feedback on leadership and guidance.
- Brand & Marketing Alignment:** Unified product and marketing messaging and visual identity, resulting in a 30% increase in brand visibility and inbound leads within one quarter.
- Design QA & Testing:** Implemented quality control frameworks to identify UX and visual issues early, leading to a 25% reduction in post-launch bugs.
- User Insights:** lead discovery workshops with customers and/or cross functional stakeholders, built data funnels, workshops, and market research to inform product decisions and directly driving the approval of dozens of new features added to the product roadmap.

Additional contributions: Proactively stepped into roles like Scrum Master and Project Manager when needed, and represented Ankor at several international boat shows, generating 200+ inbound leads and thousands in annual revenue.

PRESENT,
APRIL 2023

Co-Founder | Fortified Oceanic

- eCommerce Development:** lead the full lifecycle development of an e-commerce platform and trade showroom with 4,000+ products and services, driving over \$1.8M in revenue by year two.
- Marketing & Content Creation:** Produced and managed digital marketing campaigns, including social media and video content for over 600+ B2B and B2C clients resulting in two consecutive Local Business Award finalist placements.
- Operation design:** Planned and implemented scalable systems for emergency protocols, environmental impact, service delivery, accounting and customer support materials for all departments.
- Strategic Leadership & Training:** Defined long-term business strategy and managed staff development programs, improving operational efficiency and team capability across departments.

Product Designer + Content Creator | Freelance

- Visual Design Specialist:** Created high-quality visual assets for academic publications, digital and print media, and PhD dissertations, contributing to a 20% increase in publication reach across university partners.
- Product Design & Branding:** Designed intuitive interfaces for clients such as Rightful, ARUP, UNSW, and Sencity, focusing on user needs and rapid testing. My service design and branding expertise helped scale companies such as Anna's Curtains, and HiIQ, driving audience engagement and campaign success.

TRAVEL BREAK & SCHOOL AUG 2019 - APRIL 2021

MAY 2022,
JULY 2017

Designer | PTW & Scott Carver

- Architectural Designer:** Delivered award-winning architectural solutions using Revit, Grasshopper, Python, and advanced 3D modeling tools across a diverse portfolio including high-profile developments such as One Sydney Harbour (Barangaroo), Pitt Street Metro Tower, numerous Retirement Centres, and a four-school upgrade initiative across Western Sydney.
- Cross-Disciplinary Collaboration:** Worked closely with engineers, project managers, and marketing teams across global time zones to ensure seamless project execution.

MAY 2017,
JAN 2016

Computational Designer | BVN & ARUP

Lead the research and development of indoor positioning systems in collaboration with BVN and ARUP, using commodity and networking hardware. This work resulted in two peer-reviewed publications in the CAADRIA journal, and I presented the findings at the 2019 CAADRIA Conference in New Zealand.