

Nick Gascoigne

Design and innovation consultant

Mobile +61 402 849 349
Email nick@liquidshape.com.au
Portfolio nickgascoigne.com
Nationality Australian resident, dual AU/UK citizen

Profile

I'm an award winning designer, passionate about creating digital products that offer value to end users, brands and businesses.

I have worked on product strategy and end-to-end experiences for a diverse range of digital products and services such as Commonwealth Bank's digital channels and the Rip Curl Search GPS platform.

I am confident in evaluating and communicating concepts, strategies and solution designs with internal and external stakeholders. My background in digital design and development complements my ability to assemble and lead teams in the delivery of effective design solutions.

Career objective

I'm looking for an opportunity where I can work with stakeholders to set design challenges, run research activities, ideate solutions and deliver iteratively to market.

Experience

DESIGN & INNOVATION CONSULTANT, Tobias – JAN 2017 - Present

Tobias is a design consultancy that uses behavioural insights and human-centred design to deliver purposeful innovation. Whether that be business transformation, service design, digital products, environments, platforms or ecosystems.

I practice across research, strategy, design and delivery. My particular area of focus is in translating research insights and opportunity areas into living products and services. I facilitate co-design sessions and test rapid prototypes to help create innovative solutions, working with frameworks such as the Google Design Sprint method.

As a certified scrum product owner, I work closely with delivery teams to ensure the product or service vision extends through to each user interaction.

During my tenure at Tobias, I have:

- Prototyped and validated a solution for individuals to securely identify themselves to access Australian government services through the digital channel (digital identity)
- Led a human centred design project to research, identify and design opportunities for business banking at a large Australian bank
- Conducted qualitative and quantitative user research to understand the current state of cyber-security awareness in Australia and established a behavioural design framework for further communication and measurement
- Conducted research and design for a C-level dashboard for a large Australian bank
- Co-facilitated a payments innovation workshop and consulted on the design and delivery of a tactical opportunity for BPAY, a financial services company
- Presented research insights on the current state of Australian government healthcare payments
- Conducted market research and directed a branding program for Tobias
- Conducted research into positive psychology programs and presented options for the implementation of a wellbeing training platform for enterprise employees.

PRODUCT & EXPERIENCE DIRECTOR, REFFIND LTD — OCT 2015 - DEC 2016

This role was at an early-stage tech startup and spanned **experience design** and **product management**. I led product for REFFIND, a mobile platform that facilitates internal job referrals for enterprise customers.

Day to day work involved the design, scoping, prioritising and delivery of product backlog items, via:

- User research and journey mapping
- Product ideation workshops & design sprints
- Rapid prototyping & usability testing
- Product requirement specification via behaviour driven design methodologies
- Backlog grooming, prioritisation and sizing
- Sprint planning as a **Certified Scrum Product Owner**
- Working with a distributed team of developers in Sydney & Manila and an offshore QA team across Europe & Asia
- Release management across iOS, Android & Web platforms
- Analysing usage metrics and feedback channels
- Reporting to the Board of Directors on a monthly basis and running quarterly product strategy workshops. REFFIND Ltd is an ASX listed company.

Achievements during my tenure include:

- Expanding the product offering to include mobile Survey and Video Training capability

- Improving the core Job Referral component of the platform
- Building the product team across research, design, business analysis and QA functions
- Establishing a rapid mobile app release cycle
- Improving platform stability
- Managing the product strategy around the acquisition of a Rewards & Recognition product

SENIOR UX ARCHITECT, VML Sydney — SEP 2013 - SEP 2015

VML is a digital agency, part of the Y&R advertising group. During my 2 year tenure I was involved in the following projects:

- **Lead user experience architect** on the **Rip Curl SearchGPS** product ecosystem, which includes a Watch, an iOS app and a responsive web app. Winner of three Cannes Lions, a **D&AD Yellow Pencil**, a CLIO and an AIMIA Grand Prix amongst other global awards.
- CX and Service Design on **CommBank** Support Hub. This project met the objective of increasing self-service support behaviour and reducing call volume. The design solution was replicated in the authenticated NetBank space after being successfully launched on the public digital channel.
- UX design and content strategy for the **CommSec** front-end website, increasing time on site and acquisition of new customers.
- UX design for the **Transport for NSW** Motorcycle Safety Hub. This included discovery research, persona creation, storyboarding and directing the filming of gamified hazard scenarios for a first person POV test, content strategy and interaction design for a responsive and cross-device web experience.
- UX and game design on **Kellogg's** Nutri-Grain iOS/Android Throwdowns app facilitating competition, brand awareness and earned media via user generated content across social channels. This led onto UX discovery & design to refresh the Nutri-Grain Iron Man Series digital channel.

UX & VISUAL DESIGN, Commonwealth Bank — OCT 2012 - JUNE 2013

Lead visual designer for the user experience team, working on future concepts and ideation as well as solution design on projects on an agile release cycle for NetBank and Mobile apps. Projects included:

- MySpend (MyPortfolio) PFM tool for Netbank
- PayHub for Netbank (Transfers & BPAY, BillMinder)
- One CommBank cross-portfolio concepting and storyboarding across all digital channels, including the CommBank App
- CommBiz mobile screen design
- Essential Super and CommInsure Netbank product integration

LEAD UX DESIGNER, Community Engine — NOV 2011 - SEP 2012

Tech startup. My role here was across strategy, UX and creative – testing user interface designs and screen flows for an online community and business directory. This product has now pivoted into a payment solution called Selz.com

DIGITAL DESIGNER & PRODUCER, Liquidshape P/L — 2005 - 2011

As an independent contractor I provided visual design services, system design and digital production for brands such as Audi, Discovery Channel, Westpac and Vodafone working direct and through agencies.

DIGITAL DESIGNER, Tolemy Communications — 2002 - 2004

Front-end interface design and production on digital marketing platforms for brands such as Toshiba, Ricoh, JD Edwards/PeopleSoft/Oracle.

INTERACTIVE DESIGNER, Guava Interactive — 2000 - 2002

Web interface design, code and animation for a varied client base including Tourism Victoria, Victa and Adobe.

Education

Bachelor of Design — University of NSW, COFA, 1999

Courses

UC Berkeley, EdX – Science of Happiness, 2018

Stephen Few – Visual Business Intelligence Workshop, 2017

IDEO U – Leading for Creativity, 2017

Certified Scrum Product Owner — Scrum Alliance, 2015

Stanford, Coursera – Human Computer Interaction, 2013

Skills (end to end experience design)

- Facilitating workshops and co-design activities (Alignment workshops, Business Model Design, Google Design Sprints)
- Landscape analysis (competitive sets, gaps, emerging markets and technologies)
- Contextual enquiries, stakeholder interviews, survey writing
- Qualitative data analysis and synthesis
- Problem definition with artefacts such as task models, affinity diagrams, behavioural archetypes and journey maps
- Sketching, storyboarding, paper prototyping, wireframing and process mapping
- Axure, InVision and HTML5 rapid prototyping
- Usability testing and evaluation using the System Usability Scale

- Visual and interactive design (using tools such as Sketch & Adobe CC), informed by a technical understanding of opportunities and constraints in front and backend technologies and systems
- Communicating product visions and producing narratives in video
- Lean UX for agile software development, facilitating information sharing across teams at relevant fidelities, using frameworks such as Jobs-to-be-done and behaviour driven design

References

Details available on request:

- Rob van Es VP APAC, Illumio
- Brent Rice Chairman, AGDA NSW
- Aden Hepburn Managing Director & ECD at VML Australia (WPP)
- Shane Helm Watches and Equipment Division Chairman at Rip Curl