

Nick Gascoigne

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Profile

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

I have worked on end-to-end user experiences for products such as the Rip Curl Search GPS social sports platform and MySpend Personal Financial Management for CBA's NetBank.

My background in digital design and front-end coding complements my ability to research and document detailed UX solutions and confidently communicate and evaluate proposed designs, strategies and ideas with a range of stakeholders.

I put an emphasis on the broader narrative, task-oriented flow for all UX and sweat the details to ensure relevant use cases are represented in the evolving product as it comes to market, iterating where necessary using variant and user testing on an agile production roadmap.

Experience

UX ARCHITECT, VML SYDNEY – AUG 2013 - PRESENT

- Lead user experience architect on the new Rip Curl SearchGPS product ecosystem, spanning across several digital touchpoints including an iOS app and a responsive web app. Winner of three Cannes Lions, a Clio and three Spike Asia awards.
- UX and Service Design on CommBank Support Hub and Home Loans
- UX on CommSec front-end website
- UX on Transport for NSW Motorcycle Safety Hub launching October 2014. This included discovery research, persona creation, storyboarding and directing 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
- 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 design team, working on future concepts and ideation as well as UI/UX development on current and new projects on an agile release cycle for NetBank and Mobile apps.

- MySpend for Netbank
- PayHub for Netbank (Transfers & BPAY, BillMinder)
- CommBiz mobile
- One CommBank concepting and storyboarding
- Essential Super Netbank integration

LEAD UX DESIGNER, COMMUNITY ENGINE – NOV 2011 - SEP 2012

Tech startup. My role here was across strategy, UX and creative - testing features and proposing user interface designs and user flows for this online community and business directory.

DIGITAL DESIGNER & PRODUCER, LIQUIDSHAPE PTY LTD (FREELANCE) – 2005-2011

Visual design, UX and digital production for brands such as Audi, Discovery Channel, ninemsn and Vodafone working direct and through agencies. I also consulted on a Westpac Savings account origination project through the Different UX agency.

TOLEMY COMMUNICATIONS – 2002-2004

Front-end interface design on digital marketing creative for brands including Toshiba, Sandler, Ricoh, PeopleSoft and David Jones.

GUAVA INTERACTIVE – 2000-2002

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

SINCLAIR KNIGHT MERZ (NOW JACOBS ENGINEERING) – 1999-2000

In-house designer across print and web collateral, implemented a corporate style guide to ease digital workflow.

Education

University of NSW, College of Fine Arts – Bachelor of Design 1999

Skills

- Running workshops, design studios, estimation and review sessions.
- Contextual enquiries, task models, affinity diagrams and persona creation.
- Sketching, storyboarding, wireframing and flow mapping.
- Axure rapid prototyping
- Usability testing - both formal and informal.
- Visual and interactive design, informed by a technical understanding of HTML, CSS, JS, backend technologies and system architectures.
- Lean UX in an agile workflow, facilitating information sharing across teams at relevant fidelities.
- Photoshop, Indesign, Illustrator, HTML5 rapid prototyping

References

Ash Donaldson, Design & Innovation Consultant at Tobias & Tobias

Lachlan Pottenger, Creative Director, First Digital

Leah Rankin, Technology Manager - Digital Technology at Vodafone

Details on request.