

ROBBIE TURNER

UX DESIGNER | UI DESIGNER

☎ 0481 452 511

✉ R.W.TURNER@LIVE.COM.AU

🔗 ROBUX.DESIGN

SKILLS

Usability Testing, User Research, Experience Strategy, Personas, Wireframes, Competitive Analysis, Interaction Design, Animation, Copywriting, HTML, CSS, Interviews, Surveys, Rapid Prototyping, Content Analysis, Experience Maps, Mental Models, User Journeys, Storyboards, Task Flows

TOOLS

Sketch, Invision, Figma, Axure, Principle, Adobe Creative Suite

AWARDS

Lexus Australia

2017 - Nominee Webby Awards

APT (Australian & Pacific Touring)

2017 - Honouree Webby Awards

PROFILE

I love to collaboratively sketch, brainstorm, talk to and learn from actual users, facilitate conversations, solve difficult problems, manage project details, and work closely with my team. Problem solving in a diverse, fast-paced, customer-oriented environment is second nature to me.

EXPERIENCE

IE Digital - UX Designer

2016 - Current

CLIENTS

Lexus Australia, Bupa, World Vision, EPA Victoria, TAL, Silicon Block, Level Crossing Authority Victoria, Jenny Craig, Maine Wellness, Melbourne Fashion Week, Sports Girl, APT (Australian Pacific Touring)

EDUCATION

BA - Digital Media & Design - Major in Interaction Design

2012 - 2015 - Billy Blue College of Design

UX Design Immersive

2016 - General Assembly

Product Ownership

2018 - IC Agile Certified Professional

Agile Fundamentals

2018 - IC Agile Certified Professional

Advanced Google Analytics

2017 - Google Academy



WORK

LEXUS AUSTRALIA - LEXUS.COM.AU - 1 YEAR

My first big project at IE Digital was a full responsive redesign for Lexus Australia.

I joined the build three weeks into the project. I was the sole UX Designer embedded with a mix of Lexus and IE team members in three different locations, Sydney (3 months, Lexus Head office at the time) Melbourne at IE and Lexus.

I Researched and identified problems through customer interviews and testing in the complex industry of selling cars. Designed and validated flows and interfaces through iterations. Focusing on structure and navigation, content, functionality and innovation - In the client's own words, Lexus Corporate Manager of Brand and Strategy Adrian Weimers said: "The launch is a significant achievement and cause for celebration for both teams. Lexus' bold vision for the future will be enriched by this new site and with that brings exciting possibilities for ongoing innovation."

Metrics - All data based on June 2017-July 2017 compared to the same time the year prior.

Buisness Metrics

Data based on June 2017-July 2017 compared to the same time the year prior.

+36% increase in test drive bookings

+96% increase in car enquiries

+71% increase in brochure requests

CX metrics

+137% increase in 'Car Builder' completions

+12% increase in returning website visitors

+49% increase in number of returning mobile users

Digital metrics

Data based on June 2017-July 2017 compared to the same time the year prior.

+82% increase in sessions

12% decrease in page views

Due to the nature of the work at IE a few of these projects are still in development. Some work from these specific clients I wont be able to discuss: EPA Victoria, World Vision, Level Crossing Authority.

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WORK

BUPA - 4 WEEKS

I have worked with bupa on four projects over a three year period. For NDA reasons I will discuss one. Bupa Know-it was a project focused around delivering high-quality information to customer teams through an easy-to-use and intuitive intranet interface.

My role - Design and discovery sprint, user testing, and initial research for an internal intranet for 3000

TAL (THIS AUSTRALIAN LIFE)- 6 MONTHS

I worked in-house at TAL Insurance for a period of 6 months. I joined the project halfway through a build and had to pick up where the last UX designer left off. The project involved upgrading an internal legacy program for the claims department.

My role - User testing on administrators, Created a common design style-guide to be used by four other projects. Liased with BA's to assess buisness and user requirements. Created a fully interactive Axure prototype of 80 screens. Utilised exsisting adobe analytics software to convince higher stakeholders of design decisions that we're being dismissed.

Other internal projects I worked on included designing customer facing login/register/forgot password/email flows. Designed and user tested hi-fidelity email templates for forgot password/email etc customer correspondence.

APT (AUSTRALIAN PACIFIC TOURING) - APTOURING.COM.AU - 3 MONTHS

Role - Led the design of the responsive website flow for enquiries, bookings and checkout experience. Tested sketches and eventually hi-fidelity designs as iterations went on. Analysed google analytics which was instrumental in helping visually communicate research findings to the team.

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