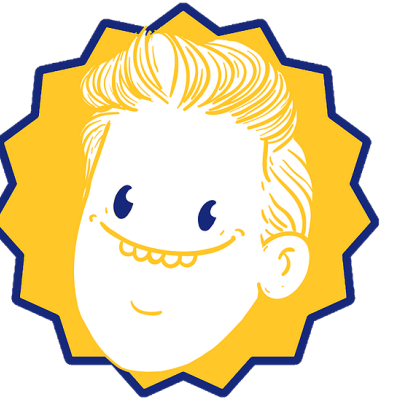


# Arli Griffin-Faruk

Product Designer | UX/UI



## Recent Experience:

### Kolmeo Industries (PropTech, SaaS)

Mid-Senior Product Designer, Full time

April 2022

- Present

- Leading design research and testing sessions (using detailed moderator guides) with internal and external users to better understand complex pain-points and workflows.
- Synthesising research and testing insights, creating wireframes, prototypes, journey maps and user flows to share with the senior leadership team to fully understand specific user pain-points.
- Conducting design playbacks with the senior leadership team, providing clear design direction using clear, visualised and consolidated research findings.
- Using Figma to create highly detailed designs and prototypes.
- Great communication with key stakeholders such as: Product Managers, Developers, Tech Leads and Business Analysts, keeping them informed and aligned at the appropriate times.
- Collaboration with other designers, seamlessly working simultaneously on design projects and workshops.
- Implemented Lunch and Learn workshops as an initiative to foster continuous learning and industry insight among Kolmeo employees. Collaborated with esteemed guest speakers, including representatives from Tenants Victoria.
- Recently started the Kolmeo Accessibility Design Foundations in order for the company to identify the gaps we have in our products from an accessibility design standpoint and to improve our usability and UI to meet the needs of *all* Australians who rent.

### WorkSafe, Victoria

Innovation Specialist (UX/UI Design), Full time

April 2021

- April 2022

- Designing and iterating the Worksafe Digital Claims process, allow users to make claims, find and book specialist appointments and log activity or needs for their claims.
- Conducting research with users who have mental, physical or psychological disabilities due to workplace injuries.
- Leading design and discovery workshops to align the team on the real problems our users face. Also using these workshops to also fill any knowledge gaps the team may have.
- Member of the 'Future of Workplaces' project, looking at how communities and workplaces will change in Victoria.

### Matrak Industries (Construction, SaaS)

UX/UI Design, Full Time

June 2019

- April 2021

- Iterating the Matrak web app, using foundational design principles within an agile and rapid design environment.
- Lead Designer for the Matrak mobile app, allowing tradespeople to sign off on material deliveries and track their progress through a job build.
- Leading UX research workshops with internal and external clients and presenting research findings to the wider team.
- Eventually leading UX research workshops with internal and external clients and presenting research findings to internal stakeholders

Building the foundations of Matrak's design team with the Head of Design; creating journey maps, personas, Matrak's first UI kit and style guide, design language and other artefacts.

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## Education

### General Assembly

Melbourne, Victoria | 2019

UX/UI Advanced Immersive Course

### Arts Academy, Federation University

Ballarat, Victoria | 2013 - 2015

Bachelor of Arts

## Skills

### Software

Sketch  
Figma  
Photoshop  
Illustrator  
InDesign  
After Effects  
Keynote  
Principle  
Wacom Intuos

### Design

Design Research  
Design Workshops  
Design Strategy  
UI Design  
Storytelling  
Interaction Design  
Web Design  
Prototyping  
CX Design  
Visual Design  
Poster Design  
Logo Design  
Photo Editing  
Accessibility Design

### Others

Marketing  
Event Management  
Illustration  
Storyboarding  
Creative Writing  
Creative Direction

## References

Available on request.