



# JADE MALLET

Senior Product Designer



+61 435 900 990



jady.lady87@gmail.com



www.storkmetafox.com



Gold Coast, Australia

## EDUCATION

### Diploma

#### Art Direction & Graphic Design

2007 - 2010

### Certificate

#### Web Application Development

2010 - 2011

## SKILLS

- User Experience
- User Interface
- Visual Design
- Branding
- UI Animations
- Illustrations
- Agile Method
- Html & CSS

## ABOUT ME

I find pleasure in creating a user-friendly experience that effectively connects people with technology. As a fellow user, I can relate to the disappointment of wasting time due to complicated interfaces or insufficient visual cues, particularly when making sensitive transactions like online payments. Recognizing that everyone has unique ways of processing information, I strive to empathise with their challenges and identify solutions to alleviate any stress.

## EXPERIENCE TIMELINE

- **Jan 2022 - May 2023**  
Senior UX Designer | Fief Protocol
- **Nov 2021 - Dec 2021**  
Senior UX UI Designer | Sherpa Cash
- **Jun 2021 - Nov 2021**  
Baby #2
- **Feb 2019 - Jun 2021**  
Baby #1
- **Aug 2018 - Dec 2018**  
Senior UX Researcher | Isobar, Cbus
- **Apr 2018 - Jul 2018**  
Senior UX UI Design | Avanade, Carlton United Breweries
- **Sep 2017 - Mar 2018**  
Senior UX UI Design | Kudoo
- **Jul 2016 - Aug 2017**  
Lead UX UI Design | Cengage
- **Jun 2014 - Jul 2016**  
UX UI Design | ImPOS

# JADE MALLETT

Senior Product Designer

+61 435 900 990

jady.lady87@gmail.com

www.storkmetafox.com

Gold Coast, Australia

## TOOLS

- JIRA | Trello | Asana
- Sketch | Figma
- Photoshop | Illustrator
- Slack | Teams | Hangouts
- Principle | After Effects
- Procreate
- Miro | Lucidcharts
- Microsoft Suite
- Google Suite
- Maze user testing
- Usability Hub
- Lookback

## WORK EXPERIENCE

Senior UX UI Jan 2022 - May 2023

### Fief Protocol | Remote (US Based Company)

Fief Protocol created the Fiefverse, which is a next-generation voxel world platform designed to host an endless expanse of the game and social experiences.

I was the Senior UX designer for the product team, where I managed the user flows & interactions of the product's features. To list a few features I worked on, NFT purchasing process, account creation, Staking, Web 3 wallet interactions and liquidity pools.

Senior UX UI Nov 2021 - Dec 2021

### Sherpa Cash | Remote

Sherpa Cash is a Web 3 privacy Dapp designed for the Avalanche blockchain, offering the Avalanche community a secure and anonymous way to transfer assets without being tracked.

In my position as a Senior UX UI designer within a small team, my main responsibilities included creating the logo, establishing the branding, and designing the marketing website.

Senior UX Researcher Aug 2018 - Dec 2018

### Isobar, Cbus Super | Melbourne

Cbus Superannuation enlisted the services of Isobar, a digital agency, to support its CX department.

I was a Senior UX Researcher working alongside a team of Service Designers, where I played a crucial role in organizing user research and design thinking workshops. My responsibilities included conducting stakeholder and user interviews, facilitating data synthesis workshops, conducting ideation formation and concept testing interviews, and co-designing workshops for the define phase.

Senior UX UI Designer Apr 2018 - Jul 2018

### Avanade, Carlton United Breweries | Melbourne

CUB enlisted the services of Avanade, a digital agency, to help define the solution for a vendor loyalty program.

In my role as a Senior UX UI Designer and mentor to a junior designer, I conducted in-depth user research to pinpoint the needs and pain points of our users. This enabled us to define clear personas and identify the specific issues faced by customers who were having difficulty paying their invoices on time. To fully grasp the end-to-end process, we created user flows and user journeys.

# JADE MALLET

Senior Product Designer

+61 435 900 990

jady.lady87@gmail.com

www.storkmetafox.com

Gold Coast, Australia

## TOOLS

- JIRA | Trello | Asana
- Sketch | Figma
- Photoshop | Illustrator
- Slack | Teams | Hangouts
- Principle | After Effects
- Procreate
- Miro | Lucidcharts
- Microsoft Suite
- Google Suite
- Maze user testing
- Usability Hub
- Lookback

## WORK EXPERIENCE

Senior UX UI Sep 2017 - Mar 2018

### Kudoo Cloud | Melbourne

Kudoo is a pre-launch startup that offers a responsive web app designed to provide financial solutions for professional services.

As the Senior UX designer in a small product team, my main task was to conduct thorough research and analysis to identify the market for our financial solution. Together with the solution architect, we developed a comprehensive strategy and set achievable milestones to reach our goals. My responsibilities were to design the branding, marketing website and web app.

Lead UX UI Jul 2016 - Aug 2017

### Cengage | Melbourne

This company is a publisher that specialises in creating educational materials for students in primary, secondary, and tertiary levels of education.

As the Lead UX designer, I managed the UX for multiple projects for the Digital Platforms Department within the company.

- The Nelsonnet eReader web application is accessible on both mobile and desktop devices, including IOS and Android. Through conducting interviews with teachers and students, I gained insight into their current challenges and requirements, which helped establish the necessary features for the app. To ensure an intuitive flow and clear visual language for the app, I underwent a round of user testing.
- The Author Tool is a product created by our department to aid publishers and directors. I oversaw research with authors and writers to gain insight into their collaboration goals and challenges when working on a book. I compiled a UX plan to present to the head of the department with research findings and suggestions for the next steps forward.
- The RAR (Reading Assessment Resource) web app helps teachers to assess a child's reading level. I conducted interviews with teachers to help identify any UX issues in the user flow of this tool.
- The Cengage website was experiencing heavy traffic within the support department. After analyzing the website's analytics and sitemap, I was able to identify significant discrepancies in the information hierarchy. To confirm these issues, I conducted user interviews.

UX UI Jun 2014 - Jul 2016

### ImPOS | Melbourne

This is a Point of Sale software company specialised in the hospitality industry.

As a junior UX designer working alongside a senior UX designer, it was my duty to establish the user flow and interactive prototypes for the features I was assigned. We conducted Field Studies to gain insights into the behaviour and environment of cafe owners. Through defining Personas, we were able to effectively map out the user journeys based on user needs and goals, allowing us to prioritize the features backlog.