

David Gross

Senior Manager Digital Design

A strong empathy for the end user inspires me to design products that deliver positive customer experiences while supporting business objectives.

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Profile & Experience

I'm a Digital Design Manager at Transport for NSW, with expertise in customer-centred design principles and frameworks. I am responsible for leading UX/UI design activities on multiple projects and collaborating with the wider Transport team to deliver innovative digital solutions and positive experiences for both the business and the end user.

Transport for NSW

April 2021 – Present

Senior Manager Digital Design

Led team of creative and strategic design solution experts across multiple Transport products and platforms; driving the direction, style, and methodology of design, accessibility and UX/UI best practices.

- **Lead UX/UI for NSW TrainLink ticketing system and booking management platform.**
Led team of designers responsible for delivering customer journeys.
- **Uplift of design capabilities within the organisation.**
Led development of the Transport design system framework delivering consistent customer experiences across Transport's digital products.
- **Led the design for a new digital product/feature subscription concept.**
Led a UX/UI team on the (Mobility as a Service) MaaS Trial app (2022).
- Set plans to deliver on Transport's roadmap through user research, persona development, customer journey maps, information architecture, discovery workshops, ideation sessions, user testing and prototyping of new concepts.

Dec 2019 – Mar 2021

Senior UX/UI Designer

- **Led UX/UI Design for the Opal digital card trial app.**
4.2k unique travellers / 360k trips / 70% previously physical card users. The app trial led to a successful outcome with 80% customer engagement saying they would use the app again and loved the customer experience.
- **Led UX/UI Design for the transportnsw.info website refresh project.**
Aligning with a migration to a new technology stack, I spear-headed the redesign of the website to a more streamlined, fresh, attractive look.
- Co-ordinate with relevant business units to deliver UX/UI concept designs and assets, user flows, prototypes, user interface specifications, animation, user testing and communicate updates at end of sprint showcases and stakeholder check-ins.
- Worked hand in hand with the agile development team to translate UX vision into working prototypes.
- Initiate and contribute to wider team projects and initiatives.

Portfolio

www.zojo.com.au/ux

Specialities

UX Design
UI & Interaction Design
Information Architecture
Design Systems
Design Strategy
Design Leadership
Design Production
Usability & User Testing
Competitive Analysis

Tools/Technologies

Figma Sketch Zeplin
Miro Dovetail Protopie
Photoshop Illustrator
After Effects HTML CSS

Education

Academy Xi UXE
Agile Fundamentals
UX Design Fundamentals
AFTRS Computer Animation
Graphic Design College
TAFE Design
UNSW Lingo Cert

Experience cont'd

Westpac

March 2017 – June 2019

Senior Manager Digital Design (Acting)

Lead, mentor, and manage day-to-day creative guidance and direction of 13 designers across web and app projects.

- **Fostered and implemented modern design processes and practices.**
Cultivated and delivered a unified set of guidelines, tool-kits, and accessible components for St.George Group web experiences.
- **Managed and led design delivery across multiple portfolios.**
Co-ordinated with business leads taking responsibility for delivery of projects, balancing priorities within expected time frames.
- **Presented concepts to senior client stakeholders.**
Supported business initiatives, taking responsibility for delivery of UX/UI design for both Web and Mobile applications; working closely with product and development teams.

Oct 2015 – Nov 2019

Senior UX/UI Designer, Team Lead

Lead designer for Westpac's largest digital channel working across complex design systems that span multiple products and platforms.

- **Led comprehensive redesign of St.George site and design system.**
Redesign of the St.George Banking Group websites in 2017. UX/UI design of 28 responsive components across 3 brands. Development of the visual design system and Sketch UI-kit.
- **Led UI design across major Westpac initiatives.**
Redesign of the Westpac app, Home Loans Equity Calculator, Microsites.

Zojo (Self-employed)

2005 – Sept 2015

Freelance Web Designer /Developer

Designed and developed for many of Australia's leading agencies to translate digital marketing strategies into websites and apps.

- Set visual design and creative direction for micro-sites.
- Custom development of Wordpress websites using HTML5, CSS3 and PHP.
- Worked across multiple clients, channels and users.
- Created wire-frames, site-maps, user flows and prototypes.
- Animated infographics using After Effects.

Agencies: Publicis Mojo, M&C Saatchi, Garner MacLennan, Animal Logic, Baz Luhrmann and Tin-shed. **Clients:** Bupa, Telstra, Optus, Expedia, PayPal, Commonwealth Bank, IBM, Australand, P&O Cruises, Coca Cola Amatil, KFC, Royal Canin and Harley Davidson.

Skills

Sketching
Wireframing
User flows
Ideating
Prototyping
Animation
Workshops
User journeys
Management
Mentorship

Awards

STG & BOM web design
Westpac App for iOS