

Hasslily Hashim

Multidisciplinary HCD & IxD practitioner

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Certificates: Work with Children Check & Victoria Police Check

Professional Membership of: ACM – Association for Computing Machinery, ACM-Women, Interaction Design Foundation, IXDA - Interaction Design Association, SIGGRAPH - Computer Graphics and Interactive Techniques, SIGCHI – Special Interest of Computer Human Interaction, Museum 3, Museum and Web.

Career Aspirations and Goals

Looking forward to dedicate my professional skills and expertise to work with an inspiring, proactive and highly collaborative team / workplace so, I could inspire others to make our world a better place.

Career Profile

Fulltime

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|---|-----------------------------------|
| • Senior Experience Designer UniSuper | 4 Oct 2018 – 8 Feb 2019 (Current) |
| • Lead UX Designer (perm) Telstra Health | 28 Aug 2017 – 27 Jul 2018 |
| • Lead UX Designer (cont) Telstra Health & Telstra | 25 May 2016 – 28 Aug 2017 |
| • UX Design Consultant Shine Technologies | 16 Mar 2015 – 5 May 2016 |
| • UX Designer (Aquent contractor) Websilk Australia | 2 Feb 2015 – 20 Feb 2015 |
| • Web Designer Education Services Australia | 2 Dec 2013 – 1 Dec 2014 |
| • Graphic Designer intern Appster Australia | Sept 2013 – Dec 2013 |
| • Design Research Fellow Universiti Sains Malaysia | July 2004 – Dec 2012 |
| • Multimedia Designer Xybase Sdn Bhd Malaysia | Nov 2000 – May 2004 |
| • Multimedia Designer Cosmopoint College of IT Malaysia | May 1999 – Nov 2000 |

Volunteer

- | | |
|--|---------------------|
| • Creative mentor & designer Future Foundations Ltd Melb | Jan 2013 – Oct 2014 |
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Industry experiences

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|-----------------------------------|---|
| • Superannuation | • IT - multimedia and interaction design consulting |
| • Digital Health | • Airport system and services |
| • Telecom | • Animation and post-production |
| • Australian energy products | • Marketing and retails |
| • Education and research | • Corporate and Startup business sector |
| • Tourism - Museum and exhibition | • Volunteering and mentorship |

Completed Educations

- | | |
|--|-----------|
| • Doctor of Design
(Project based doctoral empirical study in Human Computer Interaction Design focuses on Museum Audience Research)
Swinburne University of Technology Australia | 2006-2013 |
| • Master of Design
(Major: Multimedia Design)
Swinburne University of Technology Australia | 2004-2006 |
| • Bachelor of Fine Arts
(Major: Drawing, Minor: Advertising design)
Universiti Teknologi MARA Malaysia | 1996-2000 |

Professional certs:

- | | |
|------------------------------|----------|
| Agile Fundamentals (Elabor8) | Nov 2018 |
|------------------------------|----------|
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Professional Knowledge & Expertise

- **Human Centred Design**
 - Human Computer Interaction (HCI)
 - User centred design (UCD)
 - User experience design (UXD)
 - Interaction design (IXD)
 - CX & Service Design
 - DT (design thinking) and methodology
 - Visual communication design
 - Persuasive design
 - Participatory design
 - Accessibility and Inclusive design
 - Spatial design / exhibition
- **Experience Design:**
 - Responsive web design
 - Mobile app design iOS & Android
 - Cloud based integrations (web & app)
 - Low-fi and hi-fi prototyping
 - Information architecture (IA)
 - Persona & archetype
 - User journey & task analysis
 - Writing user stories
 - Empathy map
 - User research (plan, conduct, synthesis & delivery)
 - Usability testing
 - Surveys & evaluation
 - Content analysis
- Infographic design
- Sketching and storyboarding
- Editorial illustrations
- **Research, education, cultural and heritage:**
 - Ethnography research
 - Digital Exhibition
 - Virtual and augmented reality exhibition
 - Museum's visitor experience
 - Audience research & evaluation methods
 - Museum education and learning theory
 - Primary school creative mentorship
- **UX / UI & Collaboration Tools:**
 - Sketch, Zeplin, Axure, UXPin, InVision
 - Adobe Photoshop, Illustrator, In Design
 - Jira, Confluence, Sharepoint, M.365, Slack
- **Multimedia Tools:**
 - After Effects
 - Final Cut Pro, Avid Media Composer
 - Pro Tool, Soundforge
 - 3D Max, 3D Maya, 3D Light Wave

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- Competitor analysis

Qualities & Capabilities

I'm a strong believer in working collaboratively. I utilise HCD best practice and prioritise empathy (for both team members and end users) through design thinking approach. I apply methodology depending on product requirement and maturity. Learn more: (<http://www.hasslilyhashim.com/health-app-work.html>)

Interpersonal and organisational skills

- As demonstrated through my education and work experiences, I am passionate about HCD and interaction design - always curious, seeking for opportunity to learn and to mentor.
- I admire functional, simple, smart design that sparks desirability.
- With a clear direction, I am able to work autonomously managing design tasks end-to-end from discovery-design-validate-development to delivery.
- Creative and resourceful in optimising available resources and processes.
- I enjoyed working with proactive tech team utilising agile methodologies. Advanced technology motivates me to explore the desirable experience for the end users.
- I appreciate collaboration and always passionate in co-designing with cross-functional team / stakeholders with empathy in mind both towards the users and my team mates.
- Excellent time management and organisational skills to meet due date.
- I worked with a range of clients, stakeholders and multitude levels of team members proactively.
- With a complex integration project, as a SME I worked efficiently with a BA and PO to refine user requirements and business goals.

UX & interaction design skills

- Uplifted and optimised digital experiences through Human Centred Design (HCD) practices while ensuring a balance of experience (desirable), business (value) and engineering (feasibility).
- Where appropriate, I solved design problems through gamification, persuasive design and participatory design
- Experienced working with lean UX approach depending on project's scope,
- Will conceptualise and visualise with quick turn around,
- Experienced designing based on UX design framework - from conducting user research, constructing persona, empathy map, archetypes, user journey, writing user stories, building information architecture, wireframing, prototyping to final interface design.
- Ability to create functional IA navigations, user flows, process and work flow, including micro-interaction for responsive websites, mobile and other user engagement artefacts.
- Ability to design UX/UI within narrow parameters,
- Experienced and always strive in creating intuitive UI, ensuring content organisation complies with Level AA success criteria of the Web Content Accessibility Guidelines (WCAG) 2.0 specification
- Experienced creating GEL (Global Experience Language) for HealthNow app (Telstra Health) and CRM (UniSuper)
- Experienced using JIRA & Confluence, for example , writing user stories and documenting workflows or process-flows in Confluence.
- Built paper or digital prototypes from low to hi fidelity for walkthrough and usability testing
- Experienced and capable to run HCD workshops.

Research & usability testing

- I advocate user research and usability testings. I want to be able to be good at this.
- I experienced in planning, creating research questions, conducting, synthesising, recruiting participants, managing, prioritisation key metrics and reporting qualitative outcomes from ethnography, contextual inquiry, usability testing, and accessibility testing.
- End users feedback cannot be discounted by any constraints from the project, so I conducted rapid user research (ethnography) and usability testing.
- Worked with vision impaired users as part of accessibility testing phase.
- Having knowledge in psychology of human-computer interaction, learning psychology and museum visitor study and exhibit evaluation in digital exhibition as demonstrated through my doctoral research and project.
- Capable to employ a wide range of user-centred design research methods in for gathering information about end user and ability to analyse and visualise outcomes.

Art & Creative direction

- Experienced and able to undertake creative direction and mentoring.
- Strong illustration skills - conventional and digital.
- Great sense of styles, aesthetics and colour principles comply with WCAG 2.0.
- Experienced in running large-scale interactive exhibition such as installation art and interior design projects.
- Experienced and ability running workshops for both professionals and school children.

Summary of Clients and Projects

International and other projects are located at <http://www.hasslilyhashim.com/map-my-journey.html>.

AUSTRALIA | MELBOURNE

1) Recent: UniSuper | 4 October 2018 - 8 Feb 2019

Service design, UX /UI for Member and Employer Experience Business Unit

- **CRM** (Customer Relationship Management) - I helped improve UniSuper's members and employee experience building CRM system. Service design was the core

principles so workshopping with the end users was critical part of the process. I led the creation of the new 360 view of UniSuper members experience in CRM (both IA and UI) as a SME working closely with impacted business units. Based on the IA, a 360 dashboard of a member was created as a result of working closely with the users (Member Services and other

business units via design thinking workshops).

- **PYS (Protect your super)** - Worked under CX umbrella, I helped unpacked the scenarios of the impacted members of the new legislation (for superannuation members that have less than \$6k, inactive and under 25 y/o). I led and created different types of archetypes to help the digital and communications teams to understand the current and future states of communication to the members.

2) Telstra Health | 25 May 2016 - July 2018

UX and interaction design

- **HealthNow** – Cloud based digital health record integration. Using design thinking process, I led the end-to-end experience design for HealthNow mobile app features both iOS and Android from ground up, including HealthNow website. Managed UX, UI and research methodologies and design implementation. Optimised the experience of system integration architecture through task analysis. Empathised and improved the app experience by running user research, usability and accessibility testings.
- **Telstra Health Website** – Planned and recruited participants for usability testings via observational methods
- **Telstra Health: Care Plan Connect** - Led and improved the experience of user registration process. Also improved data visualisation for the app.
- **Telstra Health: Travel GP** - Led and improved the existing user registration process.
- **Telstra: STOA** - Led and improve the feasibility of an old, complex internal portal. Work involved and completed including UX review, prepared detail wireframes, clickable prototypes, and rationales documentation for dev team to build
- **Telstra: Wideband** - Worked with end users, improved and optimised efficiency of the a complex B2B Wideband dashboard experience using PEGA System.

3) Shine Technologies | 16 March 2015 - recent

Micro interaction & UX design consulting

- **Energy Australia** – Involved in project consultation with client. Designed and produced EA Quote Tool's eDMs both desktop and mobile. Involved in Quote Tool's style guide and documentation

(Shine clients)

- **Flybuys/Coles** – Designed personalized recipe banner for Flybuys/Coles EDMs. Mapped a customer experience journey to help improve Flybuys conversion rate. Fixed micro interaction issues on Flybuys website. Designed a landing page for How it Works.
(Shine clients)
- **iSelect** – Co-create wireframes for iSelect banking comparison mobile app. Designed an hi-fi 'search function' for iSelect web app prototype.
(Shine web app products)
- **Standing Data Repository (SDR)** – Assisted in wireframes creation. Designed logo and icons.
(Shine web app products)
- **Quantify & Fixify** – Co-created user interface. Built product's style guide documentation for development phase.
(Shine web app products)
- **Network Billing Validation NBV** – Co-created the wireframes and user interface.
- Led the hackaton challenge to build the critical part of the product in 3 days.
(Shine web app products)
- **Market Reconciliation System (MRS)** – Co-created the wireframes. Designed MRS logo.
(Shine web app products)
- **To Don't** – Created UI design for To Don't app.
(Shine products)
- **Digital Leader Breakfasts** – Designed eDMs for Digital Leaders Breakfast
(Shine products)
- **VIC ICT for Woman partnership** – Successfully led and produced a set of visual communication design for VIC ICT for Woman including a flyer, semi interactive infographic poster and presentation slides.
(Shine products)
- **Shine website & brand guideline (print)** – Improved the design for the client's page and Shine's brand guideline.
- **CX** – Wrote a blog about customer experience conference review.

4) Aquent – Websilk | 2 Feb 2015 - 20 Feb 2015

UX and interaction design

- **Australian Early Development Census** – Completed 3 UX design projects. Involved in facilitating and writing reports for 2 days observational field-testing.
(Australian Government Department of

*Education)***5) Education Services Australia | Dec 2013 – Dec 2014****UX and interaction design**

- **UX ESA** – Established UX framework and lifecycle for the business which include: research, strategy, design and evaluation
(Education Services Australia)
- **Asia Education Foundation** – Performed UX solutions that include information architecture, wireframing, user interface design for AEF's website redesign project as well as and producing sets of editorial illustrations
(Australian Government Department of Education)
- **'my future.edu.au'** – Performed UX design consulting with stakeholder and UX researchers. Produced a benchmark user experience design for My Future's online Career Profile.
(Australian Government Department of Education)
- **My Skills** – Created UX solution for 'student outcome by field of education' resource page
(Department of Industry, Innovation, Science, Research and Tertiary Education)
- **LunchBox Blitz** – Created an interactive participatory design proposal for healthy lunchbox campaign
(Great South Coast Medicare Local)
- **Domainname.edu.au** – Performed a UX design solutions highlighting on task oriented functionality
(Education Services Australia)
- **Career Path branding and web design** – Performed UX research – persona, card sorting. Produced wireframe of the website design and brand identity exercise
(Education Services Australia)
- **Parent Portal** – Created a conceptual design for brand identity, website design, editorial illustration and marketing collateral
(Australian Government Department of Education)
- **ASQA** – Performed a UX design solutions for ASQA's homepage
(Australian Skills Quality Authority)

6) Appster Australia | Sept 2013 – Dec 2014

- **Disruptive Startups.org** – Designed marketing collateral and infographic poster
(Appster, Melbourne Australia)

- **Rapid Prototype Workshop** – Designed logo, marketing collateral and performed a UX consultation workshop
(Appster, Melbourne Australia)

International UX/UI projects | SINGAPORE

- **Kids Excel Scootle** – Produced website design and editorial illustration
(Kids Excel Singapore & Scootle Australia)
- **PAL Scootle** – Produced website design and editorial illustration
(Powering Active Learning Singapore & Scootle Australia)

Print and digital publishing projects:

- **ABC Splash** – Designed and published various of print-based marketing collateral designs
(Australian Government & Australian Broadcasting Commission)
- **Connections SCiS Journal** – Designed and published a digital and print-based publication
(Schools Catalogue Information Service - SCIS)
- **National Consistent Collection of Data interactive assessment tool (NCCD)** – Design and published interactive assessment tool
(Australian Government Department of Education)
- **Education National Online Assessment Capability (NOAC)** – Created narrative and storyboard for infographic video
(Australian Government Department of Education)
- **Steps IMPROVE** – Designed and published a print-based infographic design for school
(IMPROVE, Education Services Australia)
- **Curriculum Press** – Delivered brand identity consultations and produced a print-based marketing collateral
(Curriculum Press)
- **Early Childhood Resource Hub logo and website design** – Delivered brand identity consultations and website design
(Early Childhood Learning)
- **Safe School Hub teaching aid** - Created an online infographic poster
(Australian Government Department of Education)
- **eDAC logo design** – Created a brand identity, logo design
(edu.au Domain Administration)