HASSLILY HASHIM (Dr.) | Let's collaborate, together we create impactful, positive user experiences!

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I am an accomplished forward-thinker multidisciplinary Senior UX Designer with extensive consulting experience in Human-Centred Computer Interaction Design (HCI/HCD), specialising in solving UX problems for various industries, including education, telcos, HRTech and finTech. My career started in Kuala Lumpur, Malaysia, designing and animating 2D and 3D spatial experiences for physical and virtual environments. I studied HCI/HCD due to my passion for human factors and interaction design, thus amplifying the design discipline. I have a proven track record in delivering product efficiency through accessibility and usability optimisations for complex B2B, B2E, and B2B2C digital experiences. I have led, managed, and designed digital products end-to-end or at any project phase, including conducting large-scale user research. Through HCD advocacy, I lead and mentor with empathy, work effectively in either SAFe, Agile or Waterfall cross-functional teams, and manage stakeholders adeptly through communication and collaboration. In my free time, I help people through private HCD mentorship. I prioritise mental health through self-care and gratitude. I do culinary or canvas arts, take cold sea baths, and sleep to enhance my creativity.

Professional experience 1999-2023

See detailed career highlights at the end of the document. Detailed projects are available online.

Timeline	Clients/Products	Applied HCD capabilities	Accomplishments snapshot
Sn.Product Designer* Everest Engineering Consulting role 02 Nov 2022 - Jun 2023 (p)	AWS	Origo Education	internal Everest Academy website End to end UX+UI to Product design consultations & innovations	Systems Thinking	Product inception workshop facilitations	Scoping & prioritisation	Pragmatic HCD advocacy, leadership and mentorship	Manage designers. —————————— • Led HCD's B2B2C projects and the teams by creating design programs from discovery to delivery. • Accomplished inceptions and ideations that led to MVP's developments.
Sn.UX Designer* Bound (was Our Very Own) Consulting role 01 Mar 2021 - 06 Sept 2022 (p)	Wolters Kluwer| Australia Post	TfNSW	Open Universities Australia**	racing.com.au**	Bupa** End to end UX+UI to Product design consultations & innovations| Systems Thinking |UX & CX Research| UI Design systems	Workshop facilitations	Design Thinking (Flexi)	Scoping & prioritisation	Pragmatic HCD advocacy, leadership and mentorship |Hackathons. —————————— • Led HCD's B2B2C projects and the teams by creating design programs for delivery. • Accomplished design innovations that led to product launches for WK and AustPost. • ** Accomplished UX research for products' reimagines and research operational improvements.
Lead Experience Designer* nbnco	HR Tech Consulting role via FinXL 07 Feb 2019 - 28 Jan 2021 (c)	Workday systems |Salesforce	Amazon LEX| Microsoft| People & Culture |HSE UX & Employee experience research	End to end UX HRTech enhancements & innovations| Service Design	UXD accessibility & usability optimisation| Systems Thinking	UX for AI chatbot (Amazon LEX)| UX Content	Design Thinking (Flexi)	Scoping & prioritisation	Pragmatic HCD advocacy, leadership and mentorship	Manage small design team. —————————— • Led HCD's B2B2E projects and the teams by creating design programs from discovery to delivery. • Accomplished HRTech's design innovations for Workday that uplifted employees' efficiencies. • Accomplished EX research that led to over 30 employees experience initiatives delivered.
Sn.Experience Designer UniSuper 04 Oct 2018 - 08 Feb 2019 (p)	CRM 360 dashboard design	Protect Your Super research UX+UI to Product design consultations & innovations	Systems Thinking	CX Research	Workshop facilitations. —————————— • Accomplished design ideations for B2C innovations - CRM 360 dashboard design. • Accomplished "Protect your Super" CX research and visually communicated the risks impacted super-members from the new legislations through archetypes.

Lead UX Designer*
Telstra & Telstra Health
Consulting role via Aquent led to perm
25 May 2016 - 28 Aug 2018 (c)

HealthNow app** | Telstra's B2B platforms
End to end UX+UI to Product design consultations & innovations| Systems Thinking |UX Research| Workshop facilitation | Design Thinking | Scoping & prioritisation | Pragmatic HCD advocacy, leadership and mentorship.
————————
- Led HCD's B2B to B2B2C projects and the teams by creating design programs from discovery to delivery.
- **Accomplished design innovations that led to product launches - HealthNow app.
- ** Accomplished UX research and accessibility testing that led to product improvements for HealthNow app.

UX Designer*
Shine Technologies
Consulting role
16 Mar 2015 - 05 May 2016 (p)

Energy Australia* | Sportsbet | Coles & Flybuys | internal energy products.
UX+UI to Product design consultations & innovations| Systems Thinking | Pragmatic HCD advocacy, leadership and mentorship.
————————
- *Accomplished design innovations that led to product launches for EA Quote Tools.

UX Designer
WebSilk Australia
Consulting role via Aquent
02 Feb 2015 - 20 Feb 2015 (c)

AEDC Australian Early Development Census (Australian Government Department of Education)
UX+UI Product design consultations & enhancements|User testing
————————
- Accomplished B2C website design enhancements that led to implementations and product launches.
- Accomplished user testing that led to product improvements.

Web Designer*
Education Services Australia
Consulting role
02 Dec 2013 - 01 Dec 2014 (c)

Asia Edu Foundation*| MyFuture* | *MySkills| *ASQA |Parents Portal | *Scootle S'pore.
UX & UI Product design consultations & innovations| Pragmatic HCD advocacy & leadership.
————————
- *Accomplished B2C website design enhancements and innovations that led to implementations and product launches. The work included visual designs and illustrations.

Graphic Designer intern
Appster Australia
16 Sept 2013 - 01 Dec 2013 (c)

Lean UX Workshops |Marketing collaterals
Workshop facilitation | Graphic & communication design | Creative direction.
————————
- Facilitated UX Workshops for mobile apps startups
- Designed marketing collaterals.

Higher EDU studies*
(career break)
Swinburne University of Technology
Universiti Sains Malaysia
Study mode: Full time
20 Jul 2004 - 15 Dec 2012

Masters in Multimedia Design| Doctor of Design
(HCI /HCD)
Empirical research - HCD, HCI, User Experience, Museum Studies, Learning & Education theory, Business & marketing | Design Thinking | Screen based HCD projects - Interaction Design | Website and Prototype Design | Mobile app design | 2D Animation, Movie & Sound Design | Post Production.
————————
- Obtained scholarships and completed both Masters in Multimedia Design and Doctor of Design.
- Designed and built working prototypes for multimedia projects - VR, sounds, movie and apps.

Owner & founder
Rockeelicous baby clothing
01 June 2006 - 1 Nov 2010

Established and managed our own baby clothing online store - rockeelicious.com.au
Website design & configuration | International products sources | Personalised baby products | Digital marketing.
————————
- +Designed and built business skills during my career break due to furthering my education.

3D Animator & Multimedia Designer
Xybase Sdn Bhd Malaysia
15 Nov 2000 - 05 May 2004(P)

Malaysia Airport Berhad | Airport Systems products | Malaysia's TV channels & music artists video clips| Playworks - Entertainment centre |
3D & 2D Modelling and Animation |UI design for website, Virtual Reality, Blackberry| Graphic and communication design | FX for Post Production | Spatial designs | Creative directions.
————————
- Accomplished 4 years delivering various multimedia projects. Visit website for details.

Graphic Design Lecturer
Cosmopoint Malaysia
(KL Metropolitan Uni College)
04 Jan 2000 - 01 Nov 2000(P)

Taught Graphic Design at the local technology college.
Graphic and communication design | Art history.
————————
+ Part-time teaching whilst working as Multimedia Designer. Visit website for details.

Multimedia Designer *
Cosmopoint Malaysia
(KL Metropolitan Uni College)
01 May 1999 - 01 Nov 2000(P)

Tourism Malaysia | Tun Dr. Mahathir Mohammad biography
3D & 2D Modelling and Animation |UI design for website, CD Titles & Virtual Reality | Corporate videos | Creative direction.
————————
- Started a design career and completed videos and interactive CD for Malaysia Governments - Windows to Malaysia and Tun.Dr. Mahathir Mohammad short documentary . Visit website for details.

Summary of professional HCD capabilities

As a consultant, I ran multiple projects at a time (not more than 3). Listed are the professional capabilities and responsibilities I practice.

Stakeholders management and teams leadership:

- Engage and work closely with product owners, engineers and stakeholders to ensure successful product outcomes and take full responsibility for the entire process.

- Work in an agile environment collaboratively with diverse cross-functional team(s) and stakeholders, integrating design processes, research, and data insights to refine, scope, prioritise and validate design solutions.

HCD projects pragmatic leadership (UX+UI to Product innovation/enhancement):

- Own and accountable to lead HCD projects on discovery, research, ideation, validation, and conceptualisation focusing on the user's needs while balancing business requirements.

- Initiate and integrate with other business units or resources to gain qualitative or quantitative data.

- Confidently communicate design decisions and trade-offs to internal and external stakeholders using written, verbal and visual methods.

- Champion the pragmatic application of design sensibilities and design-driven innovation throughout the organisation through design standards establishment, mentoring and knowledge sharing.

HCD advocacy, leadership and mentoring:

- Advocate HCD inclusively, lead, support and mentor designers, team members and stakeholders through constructive guidance, mentorship or workshops.

Education

I see that Art and Design education is crucial for the betterment of future generations and the design discipline professionalism sustainability.

Doctor of Design | Swinburne University of Technology Australia | 2006-2013

Project based doctoral - conducted empirical studies in Human-Computer Interaction focuses on applying User-Centred Design (UCD) approach to evaluate museum visitor experience for the digital and virtual exhibitions. The study displays an original contribution in linking principles of UCD to museum studies suggesting critical usability factors and visitor experience can be "immediately" collected and presented using innovative tool (mobile app).

- **Master of Design | Swinburne University of Technology Australia | 2004-2006**

  Major: Multimedia Design (interactive design projects, movies)

- **Bachelor of Fine Arts| Universiti Teknologi MARA Malaysia | 1996-2000**

  Major: Drawing (Installation art) Minor: Advertising design

Certifications

Recent certifications. See more from my LinkedIn.

Developing for web accessibility | Associated to Bound (OVO) | Issued on Feb 2022
Intopia

Designing for digital accessibility | Associated to Bound (OVO) | Issued on Feb 2022
Intopia

Agile fundamental | Associated to Unisuper | Issued on Dec 2018
Elabor8

Snapshot of industries & Applied HCD capabilities

Industries I've provided impact through HCD practices.

AUSTRALIA (2004-2023)

Cloud computing systems (SaaS, PaaS, IaaS)

AWS, Amazon LEX, Workday, Salesforce, MS Azure, SAP, IBM, Microsoft, Pega System, Cybil.

HCD advocacy, leadership & mentorship |
Design Thinking | Systems Thinking | UX research |
UX+UI design | AI conversational interface |
Accessibility + usability audit & testing |

UX+UI Design to product innovation consulting

Aquent, Shine Tech, FinXL, OVO (Bound), Everest Engineering

HCD advocacy, leadership & mentorship | Consulting & stakeholders management | HCD project management & execution | Internal community of practice participations - write articles, lead & run hackathons | Workshops facilitations |

Health Insurance

Bupa

HCD advocacy, leadership & mentorship |
UX research & operation | Strategic design |

Australian energy products

Energy Australia

CX research | Customer facing UX & UI (responsive web) | UI design guidelines |

FinTech: Tax and accountancy

Wolters Kluwer

HCD advocacy, leadership & mentorship |
UX research | Systems Thinking | B2B2C UX & UI
(SaaS), UI design system guidelines |

Govt education services, online learning platform (LMS)

Education Services Australia, ORIGO Maths Education, OmarStirling.com

HCD advocacy, leadership & mentorship | CRM (Hubspot+FB configurations) | UX & UI (B2C web & mob, B2B portal web & mob) | UX content | Accessibility & usability audit | Digital marketing |

FinTech: Superannuation

Unisuper

CX research | Data visualisation |
Customers facing UX & UI | CRM (Salesforce) |

Marketplace platform, portal for food & travels

Kravein Australia & Umrahlah app Malaysia

HCD advocacy, leadership & mentorship |
B2C, B2B UX & UI (web & mobile) | UX content strategy |
Accessibility & usability audit & testing |

Digital Health Record (HealthTech)

Telstra Health (customer facing)

UX research, Strategic design, System thinking, customers facing UX & UI (web & mobile), UX content, Accessibility & usability audit/testing, HCD advocacy, Leadership & mentorship |

Higher Education research & teaching

Universiti Sains Malaysia, Swinburne University of Tech Melbourne, Kuala Lumpur Metropolitan University

Academia HCD/HCI research | User Experience Design | Fine arts | Multimedia & prototypes design | Graphic and Communication design teaching |

Telecoms and Post

Telstra (Wideband - Pega System, Cybil),
nbn (HRTech - Workday, Salesforce),
AustPost (Licencees/LPOs - SAP)

UX research | Service Design (SD) , Systems Thinking |
B2B facing UX & UI (Pega System, SAP, Cybil) |
nbn B2B2E UX & UI (Workday) | UX content |
Global experience language design (GEL) |
AI conversational interface (AWS LEX) |
Accessibility & usability audit/testing |
HCD advocacy, leadership & mentorship |

Marketplace platform for universities

Open Universities Australia

UX research, Service Design (SD) | Systems Thinking |
Accessibility & usability audit/testing |
HCD advocacy, leadership & mentorship |

Malaysia (1999-2004)

3D modelling & animation, VX, post-production

XYBASE Creative Lab for Malaysia music videos

2D & 3D visual design and animation | sounds design |

Virtual reality spatial experience

Swinburne Uni of Tech-Melbourne museum,
Malaysia Tourism

UCD | user-flow design | 2D Interactive virtual walkthrough | sounds design |

Airport system and services

XYBASE for M'sia Airports Holdings Berhad (MAHB)

Graphic & visual communication publishing |

Retail interior design & installation art experience

Saloma KL, Playworks KL, UiTM Art exhibitions
Malaysia

Creative directions | User flow design | Visual communications | Fine arts | Sounds design.

Areas of expertise

Knowledges I used to solve user-centred problems.

HCD leadership
- Lead & manage HCD projects
- Applied HDC decisions
- Provide industry-based HCD advocacy, leadership and mentorship
- Provide leadership and support with empathy
- Volunteer in HCD private mentorship

HCD disciplines & principles
- Interaction design (HCI)
- Flow principles
- User centred design (UCD)
- User experience design (UXD)
- Accessibility and Inclusive design
- Service Design (SD)
- Visual communication design (VCD)
- System thinking design (product lifecycle understanding)
- Spatial design including virtual reality (VR), augmented reality (AR)
- Gamification & persuasive design
- Behavioural nudges

Collaborative ways of working
- Agile & SAFe
- Design Thinking & methodologies

UX frameworks and tools
- Job-To-Be-Done (JTBD)
- UX Lean Canvas
- Research Canvas

CX & UX research
- CX / UX Research for discovery
- Evaluation/Validation for delivery
- Accessibility, Usability audits & testings
- Competitors analysis
- Expert review
- Affinity mapping
- Scoping & prioritisation

Experience Design (strategic design)
- Gaps and needs analysis (users & business)
- Information architecture (IA)
- Persona & archetype creation
- User journey map & task analysis
- Scenarios and user story map
- SD Blueprint
- Storytelling

Experience Design (screen-based)
- Responsive web design
- Mobile app design iOS & Android
- Low-fi and hi-fi prototyping
- UX content analysis, creation & SEO opt
- Data visualisations

- Storyboarding
- Editorial illustrations

Workshops facilitation
- Lean inceptions for strategic design
- Empathy workshop
- Design workshop
- Prioritisation workshop
- Team alignments (e.g. JTBD)

Tools for data and analytics complementing UX research
- Fullstory
- Qualtrics
- Momentum
- Datadog

Tools for moderated & unmoderated UX research
- Lookback
- Dovetail
- Askable+
- Miro (conventional methods)

Tools for design & collaboration tools (depends on clients)
- Figma, Adobe XD,
- Sketch, Zeplin, inVision,
- Miro, Figma Jam
- Jira, Confluence
- Adobe CC (rarely used nowadays)

Knowledge in technical understanding complementing UX & UI
- Cloud systems (SaaS, PaaS, IaaS)
- CRM lifecycle & portal creation (Hubspot, Salesforce)
- Workday HR system (Employee Experience lifecycle)
- Microsoft products – SharePoint, MSTeams front-end
- Microsoft - Fluent design system
- Amazon - Polaris & Cloudscape
- Amazon LEX bot conversational UI
- SAP - Fiori design system
- Ecommerce, CRM and LMS website configuration and integration (Wordpress, Webly, Shopify, Hubspot)
- Digital sales and marketing (WA,FB/IG ads)
- Ecommerce Omni-channel integrations
- Pega System
- Xamarin forms
- HTML, CSS

Knowledge in education, learning, cultural and heritage
- Behavioural psychology
- Digital & augmented reality exhibition
- Museum visitors experience & evaluation
- Education and learning theory

Achievements through consulting experiences

Snapshots of HCD leadership I demonstrated through the consultancy experiences.

Everest Engineering **Sn.Product Designer*** Consulting role 02 Nov 2022 - Jun 2023 (p)	**UX & UI Product design consultations & innovations** • Led and completed B2B2C assignments for AWS and Origo Education. • Planned and conducted the large scale inception workshops up to designing the MVP for Origo Education. • Advocated HCD and improved design executions for the AWS' project teams. **Internal HCD leadership:** • Received company's acknowledgment for improving the convoluted Everest Academy website using the right information architecture and UI flows. • Created design programs that aligned to the Everest Academy's Obeya board that helped coordinates with the continuous improvement work. • Provided practical support and mentorship to junior designers to improve their design consulting skills. • Contributed to writing case studies.

Bound (was Our Very Own)
Sn.UX Designer*
Consulting role
01 Mar 2021 - 06 Sept 2022 (p)
	UX & UI Product design consultations & innovations
	• Successfully delivered UX & UI product design consultations and B2B2C innovations for clients such as Wolters Kluwer, Australia Post (see details next section).
	• Successfully making business-user impact through HCD user research for the clients such racing.com.au, Open Universities Australia, TfNSW.
	• Implemented UX research operations for the sales UX team and provided UX research mentorship at Bupa.
	• Effectively navigated the intricacies of managing diverse client portfolios while simultaneously attending to the needs of two to three clients through high level of professionalism and efficiency.
	• Improved clients and business relationships and removed risks for Wolters Kluwer and TfNSW through stakeholders and teams alignments.
	Internal HCD leadership:
	Actively contributed to internal activities through pragmatic HCD advocacy, leadership & mentorship such as:
	    • Writing content about design methods, Lean UX and JTBD for OVO's design playbook and conducted mentorship for the designers.
	    • Completed two accessibility professional training: Designing for digital accessibility and Developing for web accessibility
	    • Led and won OVO's Hackaton 2021 (Catch me delivery app - this idea was put through for a client's proposal) and 2022 (Affordable Fine Art NFT app).
	    • Presented in Lunch & Learn and submitted a proposal for UX Australia.

Telstra & Telstra Health **Lead UX Designer*** Consulting role via Aquent - led to perm 25 May 2016 - 28 Aug 2018 (c)	• Successfully managed five projects while navigating Telstra and Telstra Health complexities including servicing Telstra Digital helping to deliver experiences for products such as Care Plan Connect, Partner Portal and Wideband. • I was promoted as a Lead UX designer for HealthNow after completing an engagement with Telstra. • Led and executed the UX and UI design best practices for HealthNow app by aligning Design Thinking processes with the team's agile cadences and ceremonies. • I Advocated Human-centred Design (HCD) by influencing the team to adhere to accessibility and usability guidelines and conduct continuous accessibility tests with the actual users.

nbnco | HR Tech

Lead Experience Designer*
Consulting role via FinXL
07 Feb 2019 - 28 Jan 2021 (c)

See details on highlighted projects below or visit portfolio.

UX & UI Product design consultations & innovations:

- I led the projects through extensive holistic UX/EX research and data analytics and successfully executed multiple Human-Centered Design (HCD) projects for the HRTech, People & Culture, and HSE teams for discovery and delivery. The projects covered all the critical moments in the employee experience journey, comprising over 30 initiatives that effectively transformed friction into opportunities, enabling multiple agile teams to work through Program Increments.
- I optimised Workday systems' workflows and notifications with usability and accessibility, empowering nbn's employees to efficiently interact with and consume information from People & Culture and HSE via seamless automation and integrations with Outlook, Salesforce, and SharePoint.
- I supervised the entire cycle of the People & Culture communication lifecycle generated from nbnco-Workday's features for business-wide units, from notifications, alerts, and confirmations to payroll, HSE and LMS.
- I mandated appropriate user research and design validation for UX projects, utilising Job-To-Be-Done (JTBD). I provided UX content guides through a global experience language (GEL) to promote a human-centred mindset.
- Optimised employees' self-serve through AI chatbot design using Amazon Lex and MSTeam. It's currently utilised to help employees open their lockers from MSTeam's app and ask HR related questions.

Volunteering: Private HCD mentorship (pay-it-forward).

Small volunteering work that helped align my purpose to help startups & small businesses.

Melbourne startups:
- Preen Cleaning Melbourne (2023):
  Improved B2C communication through UX content strategy.
- cellulardetoxhub.com.au, kravein.com.au (2019-2021 Melbourne startups):
  Built websites with optimised accessibility, usability and SEO.
- Graduate Talent Enrichment Group (2019 - ongoing):
  Mentored junior designers and IT graduates working with real projects to help their career transitions in UX/ UI or BA.
- Atopian health app (2017):
  Helped discover product's value propositions.
- Future Foundations Ltd Melbourne (Jan2013-Oct 2014):
  Delivered creative arts mentorship to immigrants children from Noble Park Primary School to foster their talent and participate in the exhibitions at The Edge, Fed Square. I also designed the marketing collaterals.

Malaysia startups:
- omarstirling.com (2018-2020)
  Strategically designed the website with sales funnel and CRM integrations, UX content optimised with SEO, mentored the marketing teams to manage the CX cycles and supported with digital marketing.
- Umrahlah - Muslim pilgrimage travel app and B2B Portal (2019-2022)
  Helped aligned business goals, product vision and value propositions through workshops. I managed the digital teams consisting designers and engineers. Scoped, prioritised and designed the MVP for development.

Highlighted projects

I've been lucky enough to work with amazing people that contributed to my accomplishments delivering numerous impactful and successful assignments. These are some highlights. See more projects online.

Clients & products	Accomplishments
2016-2018 **Telstra & Telstra Health** **Lead UX Designer*** Culture: Agile, co-creation, Teams setup: Aust (Melb) Design briefs: To redesign a health record mobile app by consolidating 3 health apps. ———— **Status** **Launched. Retiring 30th Oct 2023.**	**Product: HealthNow mobile app and product landing page.** Pragmatic HCD advocacy, leadership & mentorship | Stakeholders management | Systems Thinking | Service Design | UX Research| UX Content | Product design with UX & UI design focused (mob app & website) |Tech architecture & feasibility checks| Accessibility & usability audit and testing. • Navigated through complex business processes and challenges, **I owned and accountable** to lead the design decisions utilising HCD processes and created a complete end-to-end digital health record application from its inception to the release of the HealthNow mobile app for both iOS and Android including the product's website. • Created a service design blue print that mapped Australians' Medicare records with three other Telstra Health's apps - Care Plan, Travel GP and a hospital bookings capabilities with the Prince of Whales Hospital for outpatients appointments. • I mandated inclusivity through accessibility and usability optimisations driven by audits and testings with actual visually impaired users. • HealthNow demonstrated its practicality, especially in displaying a child's vaccination records for school registration. The vaccination records were extensively utilised during COVID for easy access and immediate display of vaccination certificates.

2021
Wolters kluwer
Snr. UX Designer

Culture: Agile, co-creation, 100% remote
Teams: Aust (Melb & Perth), New Zealand, India.
Design briefs: To assist the non-digital organisation transforming their products to be delightful and digitally accessible.
————

Status
Launched.

Product: Cloud-based tax solution <u>CCH Integrator Tax compliance and reporting reimagine.</u>

Pragmatic HCD advocacy, leadership & mentorship | Stakeholders management | Systems Thinking | CX & UX Research | Product design with UX focused (web app) | Tech architecture & feasibility checks.

- I turned the misalignment design to a positive unified outcome by leading the HCD process with transparency and frequent collaborations with the clients and teams. The product team has successfully onboarded new customers to Alpha testing with overwhelming positive feedback.
- Navigated through the product workflows complexity I utilised Systems Design Thinking and removed the outdated product's interface by completely reimagined the user experience (desktop only) that met the business requirements and customer needs.
- **I owned and accountable** to lead the design and delivered seamless integrated the tax functions workflows transforming the experience from a one-person capability to multinational teams to manage and streamline the complexity of tax compliance and reporting across multiple entities and jurisdictions. Optimised usability and increased user control to reduce risks.

Feedback:
"Hi Hasslily, You will be pleased to know CCH Integrator's user interface has come leaps and bounds … Using the wireframes you created last year, development has made significant progress, which enabled us to onboard customers to Alpha testing earlier this month. The team also did a live demonstration of the new UI … at a customer roundtable session. The feedback has been overwhelmingly positive!" - From Patrick Bogle - Product Manager - CCH Integrator, Enterprise Software WK | 24 June 2022 |

2022
Australia Post
Snr. UX Designer

Culture: Agile, co-create, hybrid
Teams setup: Aust (Melb)
Design briefs: To redesign a visually appealing accessible store ordering experience for the Licence Post Office (LPO).
————

Status
Launched.

Product: Store Order Reimagine platform with billing and delivery features for LPO.

Pragmatic HCD advocacy, leadership & mentorship| Stakeholders management | Systems Thinking | Product design with UX focused (SAP systems mob & web apps) | Tech architecture & feasibility checks.

- **I owned and accountable** to lead the design processes and decisions, I successfully delivered a complete end-to-end store ordering reimagine screens (mobile and web) and workflows which transformed the experience from ordering via non-visual list to browsing product details visually with the ability to place an order(s) via normal search and hotspots from the click-through catalogue.
- Invited by the Lead Engineer to provide UX mentorship for the SAP engineers team.
- The Foundation Release of SOR went live in Oct 2022. Successfully passed the Product Viable Test.

Feedback:
> "…the old system has been switched off, the new system is now 100% compliance".
> "…it's been extremely positive One Licence said it's the best thing Post has done for 20 years!" - From Kelly McAteer | Channel Supply Chain Manager | 28 Sept 2023

2023
Origo Education
Snr. Product Designer

Culture: Agile, co-creation, 100% remote
Teams: Aust, USA, Hawaii, India
Design briefs: To assist the non-digital organisation transforming their products to be delightful and digitally accessible.
————

Status
Being developed.

Product: ORIGO Maths teaching and learning platform reimagine with subscriptions and Maths content authoring capability.

Pragmatic HCD advocacy, leadership & mentorship | Stakeholders management | CX Research | Plan & facilitate workshops | Systems Thinking | Strategic design | Product design with UX & UI focused | Tech architecture & feasibility checks.

- Navigated through the complexities of Origio's non-digital products I worked in partnership with the delivery lead, **I owned and accountable** in succeeding the Maths learning and authoring platform project from the initial stages to the ideation phases by guiding the product teams with HCD best practices and strategy in balancing the business and user needs.
- I created design programs, delivered crucial screens and journeys to facilitate the development of the MVP outcome.
- **Discovery:** Successfully planned and executed the lean inception workshops in collaboration with the USA based clients and stakeholders.
- Delivered a product proposal including business goals, product vision, aligned value propositions, product's scope with critical needs and frictions through persona and user journeys, conceptual designs, architecture and roadmap along with project's team formation that led to the MVP's development.

Feedback:
> "I had the pleasure of working closely with Hasslily, who is an exceptional UX designer with expertise in UX/UI, and the experience was nothing short of remarkable. The clear and helpful UX process implemented by the designer played an important role in the discovery phase of the project. With a transparent approach, she ensured that the client and the entire team were taken on an engaging design journey. Throughout the collaboration, I witnessed that Hasslily was involved in meticulous planning and execution of the UX process. The designer's expertise in user journey mapping and wireframing provided a solid foundation, enabling the team to align their efforts and work towards a common goal." - From Neha Asher | Senior B.A for Origo project| 15 June 2023 |

2018-2021
nbn
Lead UX Designer

Culture: Large cross-functional team, SAFeAgile, co-creation
Teams setup: Aust (Melb)
Design intent: To validate Workday's abandonment of usage and improve employees self-serve's efficiencies consuming Workday and it integrated systems.

————

Visit portfolio see my top 10 nbn projects.

Status
Implemented, launched.

Product: HR Technology employees experience platform - Workday.
Pragmatic HCD advocacy, leadership & mentorship | Stakeholders management | Systems Thinking | Service Design | CX & UX Research|UX Content | Strategic design| Product uplift and enhancement UX focused |Tech feasibility | Accessibility & usability audit and testing | UX for AI | HCD advocacy & mentorship.

- **DT-led**: I owned and accountable in leading and managing the UXD initiatives for HR Technology Experience CDT team, P&C and HSE using Design Thinking (DT) methodology in SAFe environment from discovery to delivery.
- **HCD Research and data-led:** Led the HCD research activities such as the holistic Manager Experience research, Notifications A/B testing, Workday's data analytics and expert reviews which helped the teams to deliver over 30 key initiatives including UX innovations and enhancements for Workday and its integrated apps.
- **UX & Tech champions:** Executed UX designs with HR Technology Experience Team through technical feasibility investigations from planning to implementations thus contributed to the business values and improved employees experiences including:
  1. **Accessibility and usability optimisations:** Increased employees' efficiency of navigating and consuming the Workday systems, MSOutlook, Salesforce and SharePoint through usability and accessibility optimisations. For example, Improved workflow's efficiency, visibility and eligibility capability for the Annual Leave and Parental Leave management.
  2. **EWs automation on Workday Cloud Platform:** I received recognition from Kylie Kelty, the General Manager of HR Business Services People & Culture, for making the "External Worker Onboarding, Change Details, and Ending Contract" features easy to use for matrix-managers. This significantly reduced the need to rely on People Central, which had the highest volume of requests.
  3. **Job requisition clarity -** Improved hiring managers' efficiency by making job requisition status visible in Workday, resolving a communication gap with the Recruitment team.
  4. **Self-service via MSTeams + Amazon LEX conversational AI Chatbot**: Optimised the employees' self-service capability and efficiency through an AI chatbot design that currently being used to help employees open their lockers from MSTeam's app.
- **Pragmatic HCD advocacy, leadership & mentorship:** I led the team to adhere to usability HCD principles and best practices, for example:
  1. **UX Content:** Improved content structure using JTBD framework and provided Workday GEL for Workday employee-facing's notifications, instructional text, help text and validation messages for consistency experience.
  2. **Interaction design:** Mapped the end-to-end user journey(s) and prototyped the process flow for implementations.
  3. **Visual design:** Improved Workday's campaign visually for greater engagement and awareness.
  4. **HCD Mentor & support:** Provided assistance and HCD mentorship to stakeholders and designers. For example - Helped audited and configured the P&C SharePoint website and ran Lunch & Learn.
  5. **UX QA:** Provided UX communication guidance for the business such as, reviewing and provide suggestions for People Central's QRG (Quick Reference Guide).
  6. **Stakeholders management:** Provided HCD best practice consultations and guidance to other business units and technical teams for knowledge alignments between teams.
- **Manage a designer:** Managed, delegate work and mentored new designers.

Feedback:

"Hasslily was a talented UX Designer for my Workday team for over 2 years. During this time she completed numerous UX design and interaction reviews, research studies, guerilla testing and expert reviews. What was extra special about Hasslily was her leadership and interpersonal skills. Also, her ability to adapt to the constraints she was working within whilst advocating strongly for the human at the centre of the design. Her knowledge is exceptional and she clearly enjoys sharing it and supporting others to grow. I can't recommend Hasslily highly enough. - From Megan Kenny | P&C Data Governance Lead at nbn (Hasslily's manager) |

2015

Energy Australia

UX Designer

Culture: Agile team, co-creation

Teams setup: Aust (Melb)

Design Intent: To create a quote and comparisons tool and eDMs.

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Status

Launched.

Product: Quote Tool

Pragmatic HCD leadership | Stakeholders management | Tech feasibility|UX Content | Product design with UX & UI design focused (mob app & website) |Accessibility & usability audit.

- Designed and delivered Quote Tool and eDMs for desktop and mobile that set a new standard for the current quote tool utilised on the EA's website.
- Delivered the Quote Tool's style guide and documentation.

2014	**Product: Design Thinking process, My Future, Asia Education Foundation.**
Education Services Australia	Pragmatic HCD leadership | Stakeholders management | Tech feasibility|UX Content | Product design with UX & UI design focused (mob app & website) |Accessibility & usability audit.
Website Designer	

Education Services Australia

Website Designer

Culture: co-creation
Teams setup: Aust (Melb)
Design intent: Improve education website experience
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Status

Launched.

- **I owned and accountable** on leading the establishment of UX framework and Design Thinking (DT) process for the business at ESA.
- Completed and delivered a wide range of Australian Government Department of Education and international website designs. Highlighted projects for website improvement are Asia Education Foundation and myfuture.edu.au.
- Led a proposal creation for a school's healthy eating campaign called Lunchbox Blitz - an interactive activity for teacher and pupils. The proposal was accepted for development.
- Other significant projects completed includes - print newsletter and journal publication, brand management, storyboard visualization, infographic poster and editorial illustration.Visit portfolio

Feedback:

"It is my pleasure to recommend Lily Hashim for employment in your organisation. I have known Lily since 28 th November 2013 as she was one of my direct reports working as a Web Designer at Education Services Australia, Melbourne. I have been consistently impressed with Lily's attitude and productivity during the time that she has worked at ESA.

Lily is very bright and motivated. Based on Lily's work ethic and performance whilst working at ESA, I am confident that she will apply herself to her next position with a high degree of diligence. She is a quick learner and has demonstrated the ability to work autonomously or collaboratively with teams. She has an ability to articulate information and has a great passion and understanding for both design and user experience.

She is extremely organised, reliable and flexible, willing to work on any project that is assigned to her or participate in project development as a subject matter expert. I particularly appreciated Lily's willingness to take initiative with projects and engage with executive members, project managers and external stakeholders.

I recommend Lily without reservation. Lily would be a tremendous asset for your company. Please do not hesitate to contact me if you would like additional information." From Michelle Edmunds | Lead Digital Design ESA |

Thank you for reading. Visit my portfolio for detailed project list. Or browse my LinkedIn to view more feedback.