

**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
<b>Sn.Product Designer*</b> Everest Engineering Consulting role 02 Nov 2022 - Jun 2023 (p)	AWS   Origo Education   internal Everest Academy website <a href="#">End to end UX+UI to Product design consultations &amp; innovations</a>   <a href="#">Systems Thinking</a>   <a href="#">Product inception workshop facilitations</a>   <a href="#">Scoping &amp; prioritisation</a>   <a href="#">Pragmatic HCD advocacy, leadership and mentorship</a>   <a href="#">Manage designers</a> . ----- <ul style="list-style-type: none"> <li>Led HCD's B2B2C projects and the teams by creating design programs from discovery to delivery.</li> <li>Accomplished inceptions and ideations that led to MVP's developments.</li> </ul>
<b>Sn.UX Designer*</b> Bound (was Our Very Own) Consulting role 01 Mar 2021 - 06 Sept 2022 (p)	Wolters Kluwer   Australia Post   TfNSW   Open Universities Australia**   <a href="#">racing.com.au**</a>   Bupa** <a href="#">End to end UX+UI to Product design consultations &amp; innovations</a>   <a href="#">Systems Thinking</a>   <a href="#">UX &amp; CX Research</a>   <a href="#">UI Design systems</a>   <a href="#">Workshop facilitations</a>   <a href="#">Design Thinking (Flexi)</a>   <a href="#">Scoping &amp; prioritisation</a>   <a href="#">Pragmatic HCD advocacy, leadership and mentorship</a>   <a href="#">Hackathons</a> . ----- <ul style="list-style-type: none"> <li>Led HCD's B2B2C projects and the teams by creating design programs for delivery.</li> <li>Accomplished design innovations that led to product launches for WK and AustPost.</li> <li>** Accomplished UX research for products' reimagines and research operational improvements.</li> </ul>
<b>Lead Experience Designer*</b> nbnco   HR Tech Consulting role via FinXL 07 Feb 2019 - 28 Jan 2021 (c)	Workday systems   Salesforce   Amazon LEX   Microsoft   People & Culture   HSE <a href="#">UX &amp; Employee experience research</a>   <a href="#">End to end UX HRTech enhancements &amp; innovations</a>   <a href="#">Service Design</a>   <a href="#">UXD accessibility &amp; usability optimisation</a>   <a href="#">Systems Thinking</a>   <a href="#">UX for AI chatbot (Amazon LEX)</a>   <a href="#">UX Content</a>   <a href="#">Design Thinking (Flexi)</a>   <a href="#">Scoping &amp; prioritisation</a>   <a href="#">Pragmatic HCD advocacy, leadership and mentorship</a>   <a href="#">Manage small design team</a> . ----- <ul style="list-style-type: none"> <li>Led HCD's B2B2E projects and the teams by creating design programs from discovery to delivery.</li> <li>Accomplished HRTech's design innovations for Workday that uplifted employees' efficiencies.</li> <li>Accomplished EX research that led to over 30 employees experience initiatives delivered.</li> </ul>
<b>Sn.Experience Designer</b> UniSuper 04 Oct 2018 - 08 Feb 2019 (p)	CRM 360 dashboard design   Protect Your Super research <a href="#">UX+UI to Product design consultations &amp; innovations</a>   <a href="#">Systems Thinking</a>   <a href="#">CX Research</a>   <a href="#">Workshop facilitations</a> . ----- <ul style="list-style-type: none"> <li>Accomplished design ideations for B2C innovations - CRM 360 dashboard design.</li> <li>Accomplished "Protect your Super" CX research and visually communicated the risks impacted super-members from the new legislations through archetypes.</li> </ul>

<p><b>Lead UX Designer*</b> Telstra &amp; Telstra Health Consulting role via Aquent led to perm 25 May 2016 - 28 Aug 2018 (c)</p>	<p>HealthNow app**   Telstra's B2B platforms End to end UX+UI to Product design consultations &amp; innovations   Systems Thinking   UX Research   Workshop facilitation   Design Thinking   Scoping &amp; prioritisation   Pragmatic HCD advocacy, leadership and mentorship.</p> <hr/> <ul style="list-style-type: none"> <li>• Led HCD's B2B to B2B2C projects and the teams by creating design programs from discovery to delivery.</li> <li>• **Accomplished design innovations that led to product launches - HealthNow app.</li> <li>• ** Accomplished UX research and accessibility testing that led to product improvements for HealthNow app.</li> </ul>
<p><b>UX Designer*</b> Shine Technologies Consulting role 16 Mar 2015 - 05 May 2016 (p)</p>	<p>Energy Australia*   Sportsbet   Coles &amp; Flybuys   internal energy products. UX+UI to Product design consultations &amp; innovations   Systems Thinking   Pragmatic HCD advocacy, leadership and mentorship.</p> <hr/> <ul style="list-style-type: none"> <li>• *Accomplished design innovations that led to product launches for EA Quote Tools.</li> </ul>
<p><b>UX Designer</b> WebSilk Australia Consulting role via Aquent 02 Feb 2015 - 20 Feb 2015 (c)</p>	<p>AEDC Australian Early Development Census (Australian Government Department of Education) UX+UI Product design consultations &amp; enhancements   User testing</p> <hr/> <ul style="list-style-type: none"> <li>• Accomplished B2C website design enhancements that led to implementations and product launches.</li> <li>• Accomplished user testing that led to product improvements.</li> </ul>
<p><b>Web Designer*</b> Education Services Australia Consulting role 02 Dec 2013 - 01 Dec 2014 (c)</p>	<p>Asia Edu Foundation*   MyFuture*   *MySkills   *ASQA   Parents Portal   *Scootle S'pore. UX &amp; UI Product design consultations &amp; innovations   Pragmatic HCD advocacy &amp; leadership.</p> <hr/> <ul style="list-style-type: none"> <li>• *Accomplished B2C website design enhancements and innovations that led to implementations and product launches. The work included visual designs and illustrations.</li> </ul>
<p><b>Graphic Designer intern</b> Appster Australia 16 Sept 2013 - 01 Dec 2013 (c)</p>	<p>Lean UX Workshops   Marketing collaterals Workshop facilitation   Graphic &amp; communication design   Creative direction.</p> <hr/> <ul style="list-style-type: none"> <li>• Facilitated UX Workshops for mobile apps startups</li> <li>• Designed marketing collaterals.</li> </ul>
<p><b>Higher EDU studies*</b> (career break) Swinburne University of Technology Universiti Sains Malaysia Study mode: Full time 20 Jul 2004 - 15 Dec 2012</p>	<p>Masters in Multimedia Design   Doctor of Design (HCI /HCD) Empirical research - HCD, HCI, User Experience, Museum Studies, Learning &amp; Education theory, Business &amp; marketing   Design Thinking   Screen based HCD projects - Interaction Design   Website and Prototype Design   Mobile app design   2D Animation, Movie &amp; Sound Design   Post Production.</p> <hr/> <ul style="list-style-type: none"> <li>• Obtained scholarships and completed both Masters in Multimedia Design and Doctor of Design.</li> <li>• Designed and built working prototypes for multimedia projects - VR, sounds, movie and apps.</li> </ul>
<p><b>Owner &amp; founder</b> Rockeelicious baby clothing 01 June 2006 - 1 Nov 2010</p>	<p>Established and managed our own baby clothing online store - rockeelicious.com.au Website design &amp; configuration   International products sources   Personalised baby products   Digital marketing.</p> <hr/> <ul style="list-style-type: none"> <li>• +Designed and built business skills during my career break due to furthering my education.</li> </ul>
<p><b>3D Animator &amp; Multimedia Designer</b> Xybase Sdn Bhd Malaysia 15 Nov 2000 - 05 May 2004(P)</p>	<p>Malaysia Airport Berhad   Airport Systems products   Malaysia's TV channels &amp; music artists video clips   Playworks - Entertainment centre   3D &amp; 2D Modelling and Animation   UI design for website, Virtual Reality, Blackberry   Graphic and communication design   FX for Post Production   Spatial designs   Creative directions.</p> <hr/> <ul style="list-style-type: none"> <li>• Accomplished 4 years delivering various multimedia projects. <a href="#">Visit website for details.</a></li> </ul>
<p><b>Graphic Design Lecturer</b> Cosmopoint Malaysia (KL Metropolitan Uni College) 04 Jan 2000 - 01 Nov 2000(P)</p>	<p>Taught Graphic Design at the local technology college. Graphic and communication design   Art history.</p> <hr/> <ul style="list-style-type: none"> <li>+ Part-time teaching whilst working as Multimedia Designer. <a href="#">Visit website for details.</a></li> </ul>
<p><b>Multimedia Designer *</b> Cosmopoint Malaysia (KL Metropolitan Uni College) 01 May 1999 - 01 Nov 2000(P)</p>	<p>Tourism Malaysia   Tun Dr. Mahathir Mohammad biography 3D &amp; 2D Modelling and Animation   UI design for website, CD Titles &amp; Virtual Reality   Corporate videos   Creative direction.</p> <hr/> <ul style="list-style-type: none"> <li>• Started a design career and completed videos and interactive CD for Malaysia Governments - Windows to Malaysia and Tun.Dr. Mahathir Mohammad short documentary . <a href="#">Visit website for details.</a></li> </ul>

## Summary of professional HCD capabilities

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)	
<b>Cloud computing systems (SaaS, PaaS, IaaS)</b> 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	<b>UX+UI Design to product innovation consulting</b> 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
<b>Health Insurance</b> Bupa HCD advocacy, leadership & mentorship   UX research & operation   Strategic design	<b>Australian energy products</b> Energy Australia CX research   Customer facing UX & UI (responsive web)   UI design guidelines
<b>FinTech: Tax and accountancy</b> Wolters Kluwer HCD advocacy, leadership & mentorship   UX research   Systems Thinking   B2B2C UX & UI (SaaS), UI design system guidelines	<b>Govt education services, online learning platform (LMS)</b> 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
<b>FinTech: Superannuation</b> Unisuper CX research   Data visualisation   Customers facing UX & UI   CRM (Salesforce)	<b>Marketplace platform, portal for food &amp; travels</b> Kravein Australia & Umrahlah app Malaysia HCD advocacy, leadership & mentorship   B2C, B2B UX & UI (web & mobile)   UX content strategy   Accessibility & usability audit & testing
<b>Digital Health Record (HealthTech)</b> 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	<b>Higher Education research &amp; teaching</b> 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
<b>Telecoms and Post</b> 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	<b>Marketplace platform for universities</b> Open Universities Australia UX research, Service Design (SD)   Systems Thinking   Accessibility & usability audit/testing   HCD advocacy, leadership & mentorship
Malaysia (1999-2004)	
<b>3D modelling &amp; animation, VX, post-production</b> XYBASE Creative Lab for Malaysia music videos 2D & 3D visual design and animation   sounds design	<b>Virtual reality spatial experience</b> Swinburne Uni of Tech-Melbourne museum, Malaysia Tourism UCD   user-flow design   2D Interactive virtual walkthrough   sounds design
<b>Airport system and services</b> XYBASE for M'sia Airports Holdings Berhad (MAHB) Graphic & visual communication publishing	<b>Retail interior design &amp; installation art experience</b> Saloma KL, Playworks KL, UiTM Art exhibitions Malaysia Creative directions   User flow design   Visual communications   Fine arts   Sounds design.

## Areas of expertise

*Knowledge I used to solve user-centred problems.*

### HCD leadership

- Lead & manage HCD projects
- Applied HCD 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

### 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

### Data and analytics complementing UX research

- Fullstory
- Qualtrics
- Momentum

### Moderated & unmoderated Research tools

- Lookback
- Dovetail
- Askable+
- Miro (conventional methods)

### Design & collaboration tools (depends on clients)

- Figma, Adobe XD,
- Sketch, Zeplin, inVision,
- Miro, Figma Jam
- Jira, Confluence
- Adobe CC (rarely used nowadays)

### Workshops facilitation

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

### 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, MStTeams 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, Webyly, Shopify, Hubspot)
- Digital sales and marketing (WA,FB/IG ads)
- Ecommerce Omni-channel integrations
- Pega System
- Xamarin forms
- HTML, CSS

### Specialised knowledge in learning, cultural and heritage based on doctoral studies

- 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](http://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 HR Tech, 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
<p><b>Telstra &amp; Telstra Health</b> Lead UX Designer*</p> <p>Culture: Agile, co-creation, Teams setup: Aust (Melb) Design briefs: To redesign a health record mobile app by consolidating 3 health apps.</p> <p>— — — — —</p> <p><b>Status</b> <b>Launched. Retiring</b> <b>30th Oct 2023.</b></p>	<p><b>2018   Product: HealthNow mobile app and product landing page.</b> Pragmatic HCD advocacy, leadership &amp; mentorship   Stakeholders management   Systems Thinking   Service Design   UX Research   UX Content   Product design with UX &amp; UI design focused (mob app &amp; website)   Tech architecture &amp; feasibility checks   Accessibility &amp; usability audit and testing.</p> <ul style="list-style-type: none"><li>• Navigated through complex business processes and challenges, <b>I owned and accountable</b> 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 <a href="#">website</a>.</li><li>• 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.</li><li>• I mandated inclusivity through accessibility and usability optimisations driven by audits and testings with actual visually impaired users.</li><li>• 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.</li></ul>
<p><b>Wolters kluwer</b> Snr. UX Designer</p> <p>Culture: Agile, co-creation, 100% remote Teams: Aust (Melb &amp; Perth), New Zealand, India. Design briefs: To assist the non-digital organisation transforming their products to be delightful and digitally accessible.</p> <p>— — — — —</p> <p><b>Status</b> <b>Launched.</b></p>	<p><b>2021   Product: Cloud-based tax solution CCH Integrator Tax compliance and reporting reimagine.</b> Pragmatic HCD advocacy, leadership &amp; mentorship   Stakeholders management   Systems Thinking   CX &amp; UX Research   Product design with UX focused (web app)   Tech architecture &amp; feasibility checks.</p> <ul style="list-style-type: none"><li>• 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.</li><li>• Navigated through the product workflows complexity I utilised Systems Design Thinking and removed the outdated product's interface by completely reimaged the user experience (desktop only) that met the business requirements and customer needs.</li><li>• <b>I owned and accountable</b> 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.</li></ul> <p><b>Feedback:</b> <i>"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  </i></p>



## 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).

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### 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*

## 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.

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### 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 Origo'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.*

## 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 its integrated systems.

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[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 Kely, 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.

## Energy Australia

UX Designer

Culture: Agile team, co-creation

Teams setup: Aust (Melb)

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

### 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.

## Education Services

### Australia

Website Designer

Culture: co-creation

Teams setup: Aust (Melb)

Design intent: Improve education website experience

### Status

**Launched.**

### Product: Design Thinking process, My Future, Asia Education Foundation.

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

- **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 entire website improved are Asia Education Foundation, [myfuture.edu.au](http://myfuture.edu.au).
- Other significant projects completed includes - print newsletter and journal publication, brand management, storyboard visualization, infographic poster and editorial illustration. [Visit portfolio](#)

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Thank you for reading. Visit my portfolio for detailed project list.