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*Design is like Music. It starts with an emotion.*

I am not a cookie-cut out UX designer! I use marketing strategy and content production experience with my UX design thinking to develop creative and practical solutions.

**WHY** do I do this?

I believe that freedom of creation and practicality of business can exist in the same field

The way I demonstrate this is: I empathise with the user, sympathise with the owner and develop solutions that can look good on an artboard and make sense on a spreadsheet.

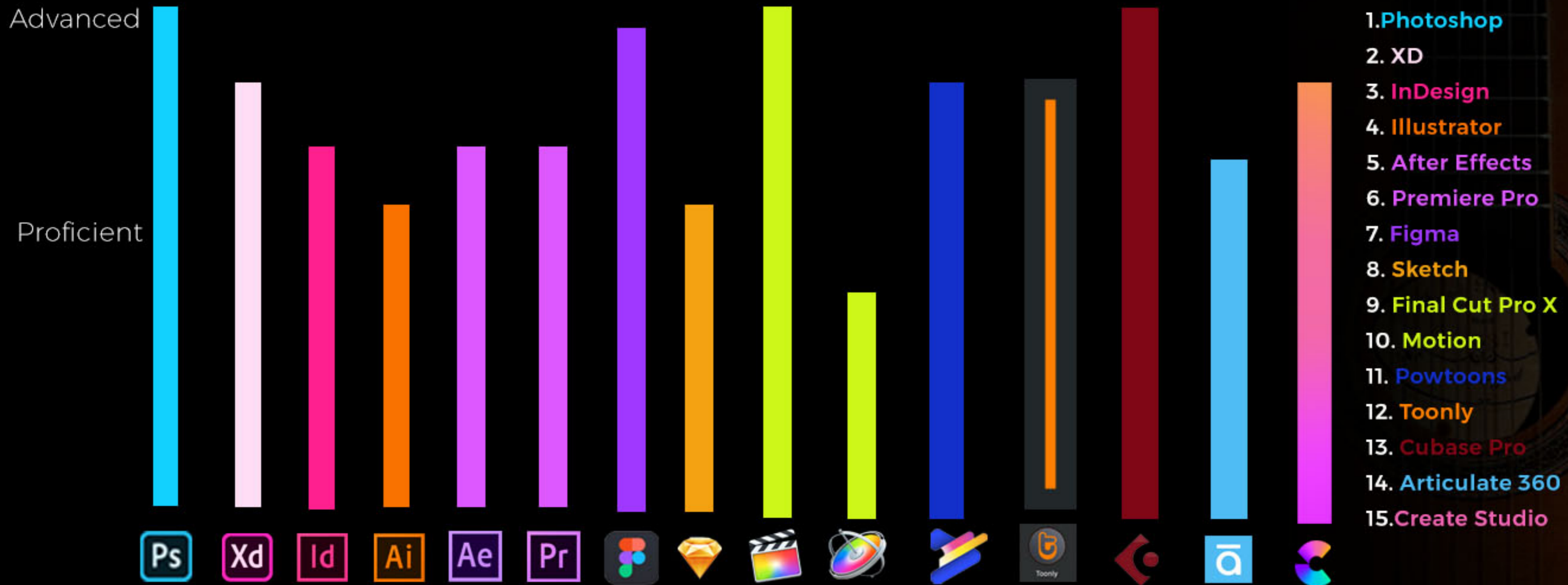
I get **UX** design



I've worked across Government, Private sector and the Vocational Education sectors on a variety of project initiatives developing end-to-end solutions always maintaining a design thinking approach.



I can offer extensive experience and proficiency in the Adobe Creative Cloud range in addition to specific tools in UI Design, Video and Audio editing and online animation tools.



I have a fully equipped production facility so working remotely and beyond office hours is something I can accommodate efficiently.



The main benefit is that it keeps costs down and allows for speedier experimentation.

My UX process resembles my approach to music composition.

**Empathise** with the emotion of what you want the composition to mean.

**Define** that meaning through aligned lyrics or instrumentation or both.

**Ideate** variations of melody and chordal patterns to build a foundation.

**Prototype** a form and structure through chosen instruments and orchestration.

**Test** it by letting an audience listen, feel and react.

**Empathise**

**Define**

**Ideate**

**Prototype**

**Test**



I empathize to first connect and get to know what is required and then I conduct thorough research to discover the what, where and why.

This excerpt from case study 4 involved in-depth interviews and discussions amongst relevant groups and individuals

## Discover

Conducted interviews with groups and relevant stakeholders. The age range encompassed from early teens to mature age.



Groups approached were

- Australian Muslim Youth
- Muslims in Sydney
- United Women's Muslims Association
- Building Identity and Resisting Radicalisation Sydney University Muslim Students' Association (SUMSA)

The common theme that emerged was being caught in the middle between two different types of thinking.



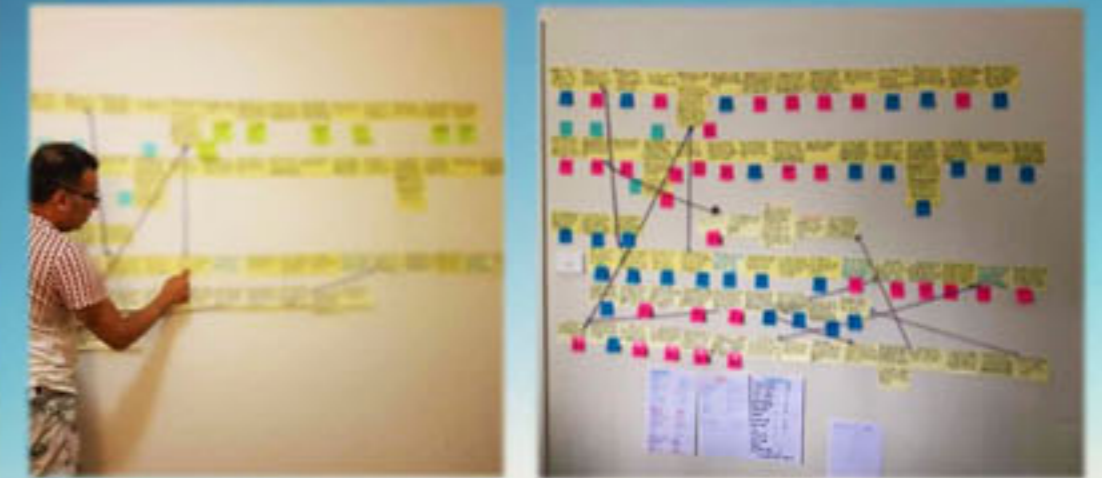
During the define stage I list out all the paths and bring it down to core statements to focus on the central need.

This excerpt from case study 4 involved a large number of paths culminating in three specific "How might we" statements.

The eventual outcome gave the project a core vision statement that became the central theme of the entire project.

## Define

Once all the research data was collected from Interviews a meeting was called with the relevant stakeholders and "How Might We" statements were formulated accordingly:



How might we use the core message to extend empathy and open up mindsets

How might we create a narrative that is not rhetoric but demonstrative of peace

How might we get the viewer to challenge their assumptions and question popular media

After several iterations and agile sessions a generic core message was formulated that would become the central message of the film and that would appropriately represent the people affected. That message was;

"Being caught in the middle is not a choice it's a circumstance"



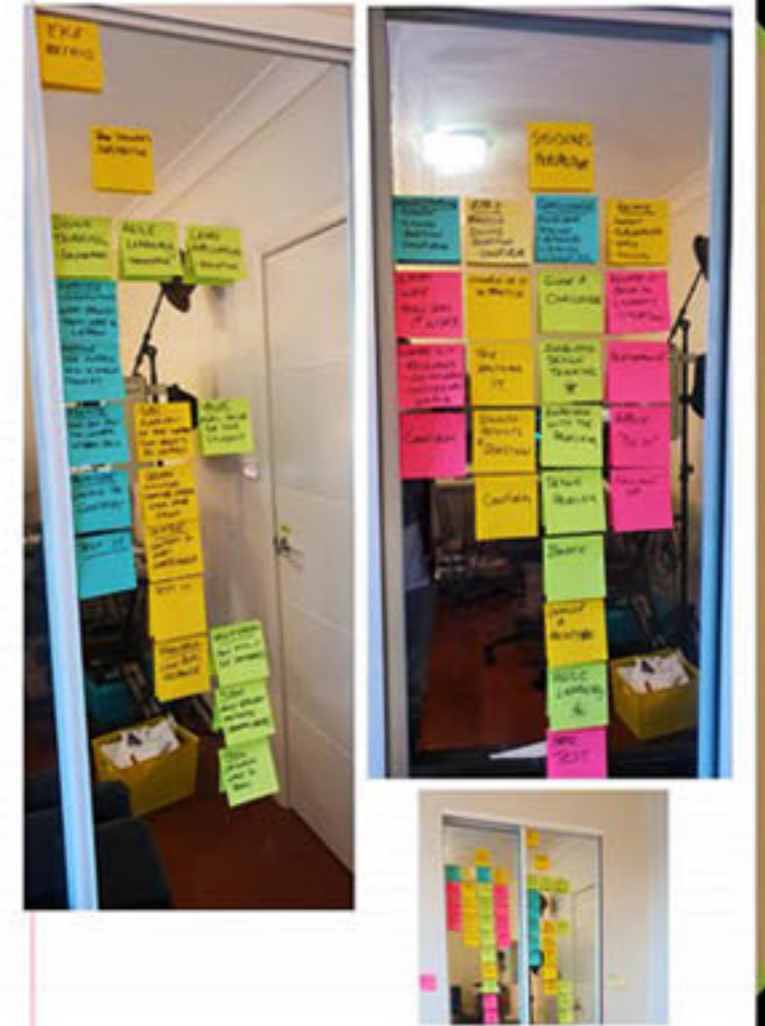
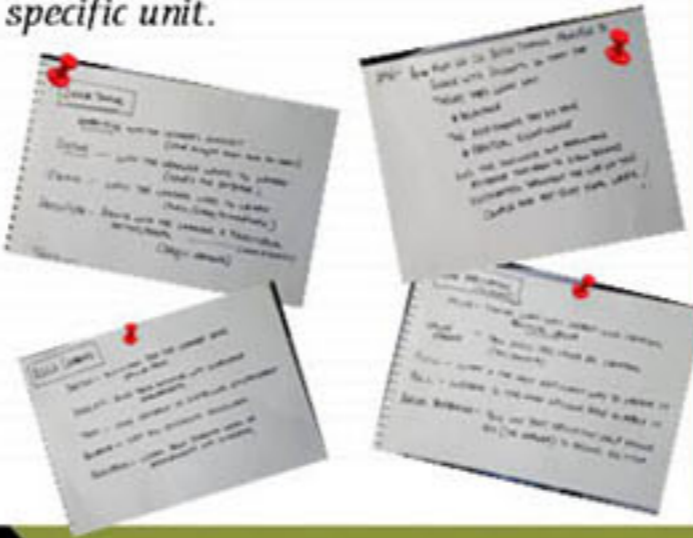
During the design stage I access principles from Design thinking, Agile and Lean.

The combination of these three forms the pillars of my end-to-end solutions methodology.

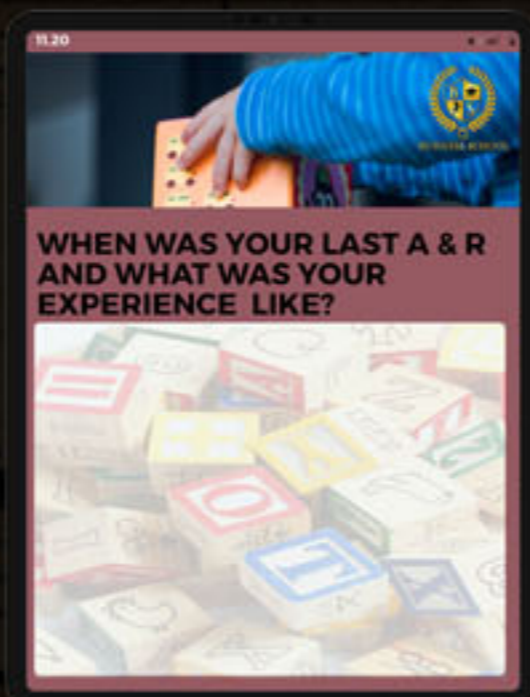
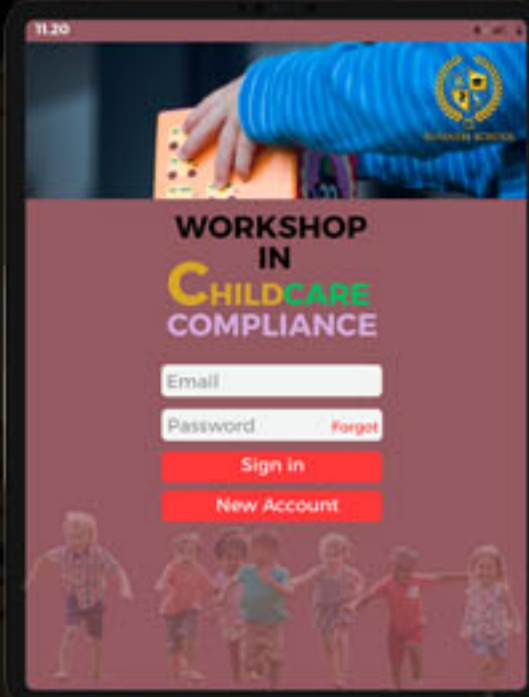
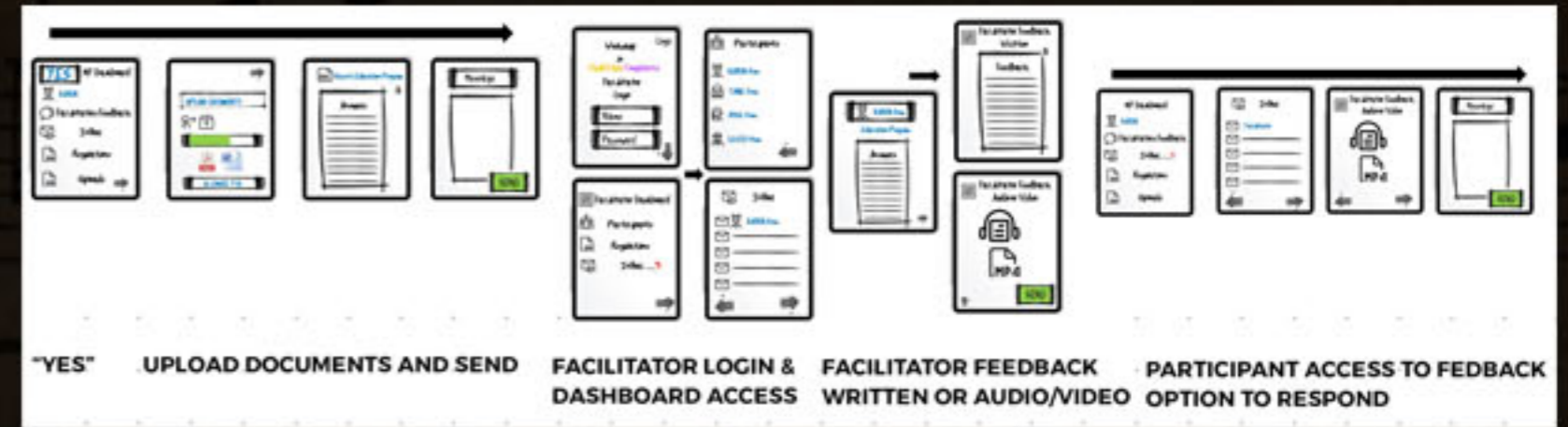
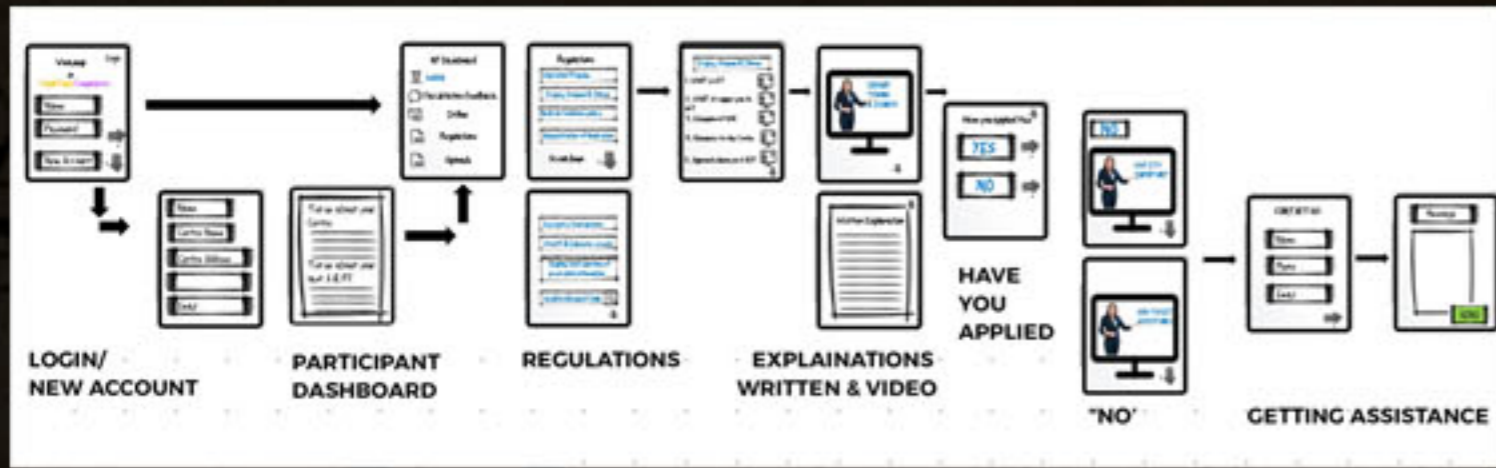
In case study 2 it was not only the method but it also became the elements for the solution.

## Sketch

*Before jumping into design a set of criteria had to be developed so that the elements of Design Thinking, Agile Learning and Lean Application had an alignment to the Student environment. While this would not be an exact match it would give stimulus to innovate so the elements of Design Thinking, Agile and Lean could be applied without having to re-write the theory of any specific unit.*



At the prototype stage it is about taking a lean approach. I use a cross between a refined blueprint and sketch. From here its about moving to the MVP (minimum viable product), so that tesing can be done efficiently. (taken from case study 3)




Testing is letting the crowd speak, Recording their honest comment and obseving their non-verbal communication leads to authentic improvement. Case study 2 and 4 the audience gave sobering feedback but keeping a humble mindset led to successful outcomes.


### Implement

The implementation was conducted within a live classroom setting. The Unit of Competency chosen was BSBINN502 Build and sustain an innovative work environment.

Although the students were given the original learner materials a contextualised format using the EKE method was delivered by the Trainer.




The result from the students enjoyed the Unit so much so that they requested to tweak their classroom activities even when it wasn't required. They engaged and collaborated much more as observed by the Director Of Academic Studies.

 TIGER CUB MEDIA

### Test


Once the initial post production was completed the core team viewed the assembly and conducted a small audience test. The response was not encouraging as the message was not clear, so further shoot days were rescheduled and more footage captured at extra cost.




A second assembly was completed however the narrative did not strengthen the central message enough, so the project was shelved to see if time away could give better perspective. Upon return the core team of creatives had lost momentum and it was decided to go back to a fresh pallet and begin a very basic assembly. Once a rough assembly was completed it was realigned to the core message and then the music score was added. This uplifted the message to the right level and the final post production was then completed.

### Result

A special viewing event was undertaken and it became a celebrated launch for the film. It is now in the final stages with the Client and will be streamed through Amazon Prime for the US and UK to begin by mid 2020.



 TIGER CUB MEDIA

Case study 1 involved a developing a product solution for the International student market during the COVID-19 restrictions

Case study 2 involved enhancing a product to gain more engagement and involvement from users



**Problem**  
Covid-19 global travel restrictions have discouraged international students from applying to study in Australia.

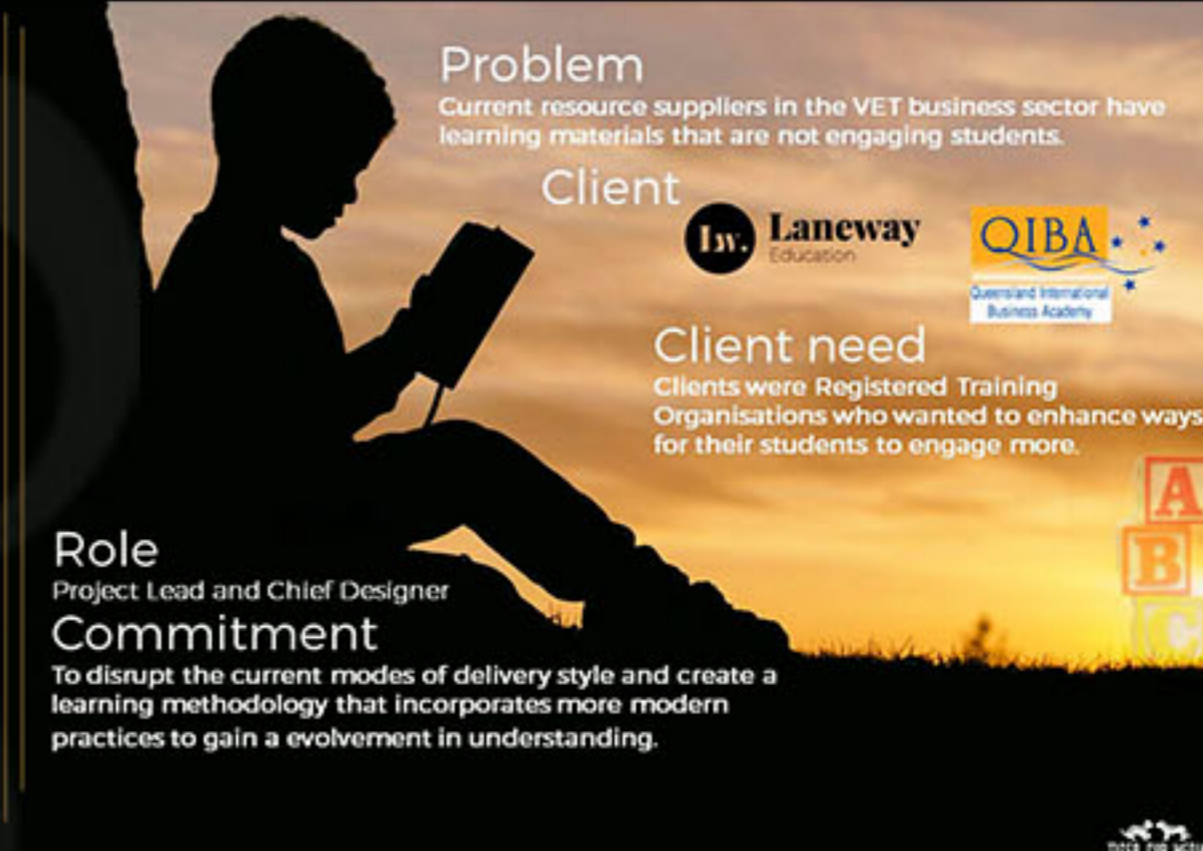
**Client**  
  
AGRADE  
EDUCATION AND TRAINING PTY LTD

**Client need**  
Client is a Registered Training Organisation wanting to create a workaround that will motivate students to enrol and still adhere to the rules of Regulators



**Commitment**  
To ensure that Client's solution could create a workaround and meet regulations set by governing bodies.

Collaborate with all relevant stakeholders and overcome the current challenges.

**Role**  
Project Lead and Chief Designer




**Problem**  
Current resource suppliers in the VET business sector have learning materials that are not engaging students.


**Client**  
 Laneway Education  
 QIBA  
Queensland International Business Academy

**Client need**  
Clients were Registered Training Organisations who wanted to enhance ways for their students to engage more.

**Role**  
Project Lead and Chief Designer

**Commitment**  
To disrupt the current modes of delivery style and create a learning methodology that incorporates more modern practices to gain a evolution in understanding.





For a detailed view please request a PDF copy

Case study 3 involved developing a two-pronged solution for an industry gap. The first stage of development was a specifically designed workshop and the second stage required the same workshop to be delivered by an App.



For a detailed view please request a PDF copy

Case study 4 involved a unique solution to help develop a more positive image and understanding of a sector in a community that was being unfairly targeted.

## Design and Plan

The core creative team developed a premise for the design of the narrative.



*"A young boy and his mother have become the targets of a racially motivated bully, the young boy having seen how his own father has become radicalised has decided to take the matters into his own hands to protect his family."*



The team agreed that the story had to challenge perceptions and assumptions and create a surprise ending. We also realised that this may bring mixed results but it was strongly felt that this approach was needed to break through misdirected media perceptions. The budget was set and the schedule was: 2 days cast and crew selections, 4 days to produce and 3 days to complete all post production.



The Film was entitled "GIFT"

هبة من الله

Gift



For a detailed view please request a PDF copy

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