

Philip John

UX Designer, Marketer & Content Producer

With a strong emphasis on UX design thinking supported by marketing and content production experience I develop creative and practical solutions for clients.

Experience

The Business School

2019-2020

Director of Marketing Operations & Product and Service Development

Developing marketing opportunities to create business in the private, corporate and government sectors. Leading product and service design and development.

Key Achievements

Designed and lead the development of a professional development training scheme for corporate Real Estate Offices for 86 employees. This program entailed a UX process of discovery with core stakeholders at senior executive level and alignment with current AQF qualifications. All employees were divided into job families and then mapped back to relevant courses for their PD. Created a service delivery prototype and strategy for practical implementation.

Project led an initiative to conduct Financial Acumen training to non-financial managers for Local Government. Worked with and advised the course development team on the relevance and inclusion of the Capability Framework. Developed prototype for video course delivery.

Project led and developed end-to-end service delivery and product solution (case study 3 in portfolio) for the Childcare sector. Defined and designed workshop content together prototyping an APP solution for all candidates who could not attend workshops and relevantly due to recent social distancing regulations.

Methodology

- Interviews
 - Quantative data collected of relevant course content
 - Service delivery prototype map developed on Adobe XD and Photoshop
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- Interviews and written surveys
 - Contributed to course development through design augmentation
 - Devloped prototype for video delivery
 - Secured first client for testing and launch
 - Adobe XD, Photoshop, Final Cut Pro X, Indesign.
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- Interviews and written surveys with childcare centres owners.
 - Consulted with SME on course content and defined a clear outcome.
 - Devloped prototype course and APP delivery
 - Handover to developers for testing.
 - Adobe XD, Photoshop, Final Cut Pro X, Indesign. Figma and Sketch.



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Queensland International Business Academy
 Australian Pacific College
 Laneway Education
 Transformed College

2019-Current

Senior Facilitator and Instructional Designer (Contract)

Developing better engagement with student cohorts through product enhancement and re-design.

Key Achievements

Designed and project led the development and deployment of a methodology to better engage students in Business based qualifications. This involved a full end to end solution that was live tested in a training environment (case study 2 in portfolio). Implementation was successful and students gave positive feedback.

Designed an addendum to an AQF Diploma that broaden its relevance and marketability to a wider audience.

Methodology

- Interviews with Student cohorts.
- Defined clear “How might we” statements that set the design criteria
- Engaged with other facilitators during ideation to create a full prototype
- Prototype and testing were incorporated together with live classroom situations.
- Figma, XD and Photoshop incorporated with Learning Management Systems
- During course delivery interviewed all students on post relevancy of course content.
- Discovered additional learning and opportunities to assist
- Ideated a post course assistance program that entailed a 3 month online assistance program and business coaching
- Designed course content using existing resources no expenditure was outlaid for additional content
- Prototyped using Articulate 360, Photoshop, and Final Cut Pro X



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INS Career Management

2013-2019

Marketing & Product and Service Strategist

Client Engagement Marketing and Product and Service development.

Key Achievements

- Advised and led the creation of a Business as Usual (BAU) marketing team with specific service design strategies for product delivery.
- Used Service Design thinking and realigned Client journeys with User Experience and Customer Experience methodologies. Mapped different customer segments and their interactions, conducted analysis on the findings and created options for enhancement and different touchpoints. This achieved an increased engagement factor with customer survey responses rating the organization as “Excellent.”
- Utilizing knowledge of human centred design created formats and styles for external suppliers. Oversaw the continuation of these designs through regular feedback and progress sessions thus maintaining a level of excellence that reflected the brand. This reduced design time and reduced costs overall.
- Key role in content creation specific to training workshops through UX methodology this increased engagement.
- Developed a sales process through market testing which resulted in enhanced engagement from clients.
- Developed and created marketing collateral and video content significantly reducing costs.

Education

Bachelor of Business (major in Marketing)
Certificate IV in Training and Assessment
UX Design

Tech Tools

- Adobe Create Cloud - Photoshop, XD, Illustrator, Indesign, Premiere Pro, After Effects
- Videography - Final Cut Pro X, Apple Motion, Powtoons, Toonly and Create Studio
- UX Design - Figma, and Sketch
- Articulate 360
- Cubase Pro 10.5

**** More information can be accessed on my portfolio website**

www.igetux.com

