

Paul J. Morris

User Experience Consultant

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Skills

Prototyping & User Testing	Wireframing
Workshop Facilitation	User Interface & Interaction Design
User Personas & Journeys	Analytics & Measurement
Agile (SCRUM) Methodology	Leadership
Lean Start-up Methodology	Innovation & Design Thinking

Experience

Jan 2015 – Present

**General Assembly
Instructor**

- Facilitating classes and workshops on UX fundamentals, key deliverables, skills and tools. A complete listing of classes taught can be found on my portfolio.

Aug 2014 – Present

**Commonwealth Bank
UXD Delivery & Operations Manager**

- Currently developing and rolling out the UX capability within the Assisted Channels division (internal systems staff use to serve customers). This involves establishing a UX roadmap, lifecycle, governance disciplines and evangelising UX to ensure buy-in from all team members and key stakeholders.

May 2014 – June 2014

**Toyota (through Oakton Consulting)
User Experience Designer**

- In charge of forming and curating a vision of the “ideal user experience” for Toyota customers to help Toyota choose between two content management systems they were considering.
- Conducted design workshops, devised wireframes, created user personas and journeys, formed task models and presented the entire user experience vision to the Head of Digital Services at Toyota through an interactive prototype.
- Toyota was sold on the vision and the project successfully progressed to the next phase (where the spotlight was on its technical implementation through a Proof of Concept).

Jul 2013 – Apr 2014

**Westpac
Business / User Experience Analyst**

- Devised and successfully implemented a solution to help 3.6 million retail customers seamlessly transition to a new platform being rolled out across web, mobile and tablet mediums.
- Facilitated workshops to generate requirements and worked closely with resident UX Team to flesh out user personas, user journeys and create new (or enhance existing) interface designs.
- Collaborated with approximately 20 stakeholders across the Bank to assist in the creation and delivery of all user journey artefacts: communications, marketing, legal and compliance, development, functional and user acceptance testing teams.
- Used *Balsamiq Mockups* to mockup user interfaces and assisted in the creation of an interactive prototype using *Axure* for the purpose of user testing.
- Planned and coordinated user testing sessions with real Westpac customers. Reported feedback and suggestions for improvement to senior management. Implemented approved suggestions in time for release.
- During the course of the project, I helped enhance the procedure around capturing and tracking known production issues for customer facing teams such as Call Centre and Branch staff. These enhancements enabled issues to be located in seconds. Issues were linked to back-end systems for staff to identify current progress.

**Jun 2012 –
Apr 2014**

The Cornershop Network

Co-founder

- Designed the end-to-end user experience for a smartphone app (iOS and Android) allowing customers to pre-pay and pre-order their coffees and snacks from food retail merchants.
- Adopted Lean Start-up methods and actively worked with randomly selected users to establish user personas, user journeys, wireframes and an interactive prototype (using *Balsamiq*). User feedback was gathered via user interviews, prioritised and incorporated throughout the prototyping stage until ready to launch our Minimum Viable Product (MVP) to pilot users.
- Established key metrics and setup analytics tools to measure the effectiveness of the user experience in production. Weekly meetings were devised to review data, determine changes and development priorities. We'd rapidly iterate the MVP for the remainder of the pilot helping us further enhance the user experience.
- Established internal systems and processes to assist in release management and work co-ordination with onshore and offshore teams.
- Collaborated frequently with key stakeholders (Banks, payments aggregator, company advisors) to ensure best outcomes for Cornershop's projects.

**Dec 2007 –
Jun 2012**

Commonwealth Bank

Business / User Experience Analyst

- Highly engaged member of the NetBank Innovation Labs team and key player in the creation and pilot launch of the NetBank Vault online / mobile solution allowing customers to store, manage and access their important files anywhere, anytime (still in production as part of NetBank Labs).
- NetBank Vault was released as a pilot with a quota cap of 1,000 users. Thanks to an abundance of media attention and overwhelming demand, we ended up increasing the cap to 12,000 within 3 months of the initial pilot launch.
- Conducted user research, created personas, journeys and wireframes. Worked very closely with visual designers, solution architects, developers and testers to ensure the pilot release met expectations of senior stakeholders within the Bank.
- Played a key role in the prioritisation and interpretation of requirements within the Core Banking Modernisation programme over four major releases prior to working as part of the NetBank Innovation Labs team.
- Delivered considerable value to the Back Office function nationwide. Automated numerous manual processes, replaced legacy reconciliation systems with more agile functionality and removed extraneous activities.

Education

2013	How To Write Better – Joshua Fields Millburn, howtowritebetter.org
2010	Project Management Fundamentals – CBA & Project Minds
2003 – 2004	Bachelor of Information Technology (Honours)
1998 – 2000	Bachelor of Commerce (Information Systems)

Awards & Achievements

2010	CBA Tri-Annual Award (team award from the CIO)
2009	CBA Leading Lights Award
2004	UWS Dean's Medal and distinction-grade for BIT(Hons) thesis