



Lorenzo Conan

User Experience Designer

I am passionate about leveraging my expertise in user experience, visual design, front-end programming and digital marketing to create experiences driven by empathy.

lconanan@gmail.com

0413 393 835

[linkedin.com/in/lconanan](https://www.linkedin.com/in/lconanan)

[lconanan.com](https://www.lconanan.com)

UXperience

UX/UI Designer

icare NSW

2023 - PRESENT

Some of my responsibilities have included:

- Led the UX/UI redesign for a website uplift project, integrating new features informed by user feedback and adhering to accessibility standards (WCAG 2.1). Duties included designing aesthetic and usability guidelines of the new and updated website components for the Global Experience Language (GEL) and assessing and reorganising the site architecture for the primary navigation.
- Collaborating with digital producers, content owners, and the UX lead to review the current user experience of webpages and propose design improvements based on design artefacts and data to ensure an optimal user experience.

Experience Designer

ANZ Bank

2022 - 2023

Over the last year, my responsibilities have included:

- Leading the end-to-end process for monthly customer testing of the small business lending application website improvements. This involved: strategising design tasks and research topics, partnering with a recruitment agency to secure insightful interviewees representative of our target audience, contributing to prototype wireframes for testing in Figma, conducting project scoping evaluation meetings, leading interview sessions, and distilling research findings into actionable design opportunities.
- Creating a research strategy to investigate how to minimise the number of churned users during the business lending application process. Currently, this has involved collaborating with other teams within the business to research the different customer journey perspectives, and analysing trends within submitted data to identify potential improvements to the application process.

Learning Experience Designer

Standards Australia

2018 - 2022

In addition to creating e-Learning content to educate others on policies and how to use various systems, some UX projects I have completed include:

- Converting a shared word document calendar, into an online interactive experience using insights from interviews and customer journeys. This allowed learning instructors to plan future courses and course dates, track annual leave and create customised visually on-brand emails to send to attendees.
- Re-designing the Learning & Development branding for the launch of the new Learning Management System with ongoing optimisations to improve the user experience.

Digital Producer

Microsoft Australia

2013 - 2018

In addition to being a digital producer, I have demonstrated my UX skills by:

- Analysing the Australian Partner Conference website analytics to optimise a decrease in number of clicks required to register and re-organise the site architecture through affinity mapping and card sorting.
- Re-configuring the service design of the customer complaint process so that customers can have an alternative avenue to escalate their complaint online instead of calling an automated telephone help line.

Education

UX Design Transform Course

Academy Xi

APRIL 2018 - JULY 2018

10 week, full-time course teaching UX concepts and working on 3 real-world UX projects.

Visual Design Course

General Assembly

AUGUST 2015 - NOVEMBER 2015

Enhanced visual communication skills through knowledge of type, colour and graphic form.

Bachelor of Science in Information Technology

University of Technology, Sydney

FEBRUARY 2011 - SEPTEMBER 2015

Earned a High Distinction in 'Human Computer Interaction' and 'Interface Design'

Skills and Tools

UX Methods

- User Interviews
- Wireframing
- User Personas
- Ideation Sessions
- Card Sorting
- Journey Mapping
- Storyboarding
- Usability Testing
- Affinity Mapping
- Rapid Prototyping

UX Design / Prototyping Apps

- Figma
- Adobe XD
- Miro
- UserZoom
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva

Programming Languages

- HTML5
- CSS3
- JavaScript
- PHP

Referees

Available upon request