AMANDA GUERRERA

Principal Product Designer

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PROFILE

Experienced Lead Product Designer with 14 years in the financial industry, driving impactful design solutions for major banking institutions. Recognised for optimising click rates, enhancing customer journeys, and leading agile adoption. Skilled in developing comprehensive design systems, enforcing standards and training designers.

Adept at stakeholder management and facilitating workshops. Proven success in leading large-scale projects, such as the redesign of Macquarie.com.au, resulting in significant improvements in customer satisfaction and usability.

Volunteer for Women in Finance and facilitator at Sydney meetup 'Therapy for Designers', contributing to a culture of inclusivity and giving back to the UX community.

Career qualified in Banking along with a Diploma of Graphic Design and Advertising,UX Immersives and Product Management and service design complemented by expertise in Figma, A/B testing, and motion design. Eager to bring strategic, user-centric design leadership to the role of Principal Product Designer.

EMPLOYMENT HISTORY

Principal Product Designer , NAB, Sydney, NSW

AUGUST 2024 — PRESENT

- **Collaborated with product and engineering teams** to identify and implement product improvements based on customer feedback
- **Developed agile ways of working within our design process** that streamlined collaboration between stakeholders and improved designer capacity and satisfaction.
- **Guided a team of 6 designers and provided mentorship** to ensure they met project deadlines and delivered high-quality work

Senior Product Designer, National Australia Bank, Sydney

JANUARY 2022 — AUGUST 2024

Awarded NAB Honouree 2023 - A NAB Honour recognises those colleagues who role model 'How We Work' at NAB and deliver exceptional work aligned to Group strategy

- **Analysed user feedback and data to identify areas of improvement** and inform product decisions that helped business sales achieve +10% above their target FY24.
- **Developed wireframes and prototypes** to demonstrate product ideas and features to stakeholders
- **Created a design system** that improved design consistency across multiple teams and trained designers on the benefits of prototyping directly within the CMS resulting in 80% increased efficiency of delivery to market.

- **Collaborated with developers** to ensure product designs are implemented accurately and consistently
- **Established a design guild** that improved product design consistency across all teams.
- **Developed interactive animations** and visuals that enhanced user engagement and improved user understanding of complex products.
- **Stakeholder management** - working with Marketing, Product Owners, Designers, Producers and Developers to influence design principles, user needs and maintaining best-in-class design practices.
- **9 months cover of Design Manager role** assisting a team of talented designers in the justification and creation of components, documentation of requirements and maintenance of the nab.com.au toolkit. Working with the development team across nab.com.au, internet banking and the mobile app.
- **Establishing the adoption of agile** in the Digital Sales and Adoption team. Development of agile process and ceremonies, such as sprint planning, stand ups and retros. Act as scrum master coach and work with the team to identify blockers and remove obstacles.
- **Volunteer for Women in DD&A -** working on projects that enhance DD&A's culture for all colleagues by attracting, developing, retaining and celebrating top DD&A talent.
- Founder of the **NAB UX Book Club -** meeting monthly to discuss our voted book, specialising in psychology, user experience, human centred design and self improvement.

Senior Product Designer ~ Design Systems AEM , National Australia Bank, Sydney, Australia
DECEMBER 2022 — DECEMBER 2023

- **Developed and maintained a comprehensive design system** for a large enterprise, including guidelines, design patterns, and component libraries that were used by one of Australia's largest design teams.
- **Collaborated with product managers and web producers to ensure consistency and alignment across multiple channels**, resulting in a 25% reduction in development time for new page builds.
- **Established and enforced design standards and guidelines**, including accessibility standards and design patterns, resulting in improved usability across nab.com.au.
- **Trained and educated other designers** on A/B testing and Personalisation best practices, including shadowing opportunities and speaking at Design and Technology events.
- **Coordinated with development teams** to implement and review design system components.

UX Manager, Teachers Mutual Bank, Sydney
AUGUST 2021 — DECEMBER 2021

- **Lead designer on the research, ideation and delivery of the 'Ways to Bank' refresh** - In this 3 month project, my role was responsible for the optimisation of the Ways to Bank pages across TMBL's retail shopfronts (Teachers Mutual, Firefighters Mutual, Health Professionals Bank, and UniBank). It involved understanding user needs, linking back to personas and our brand archetypes, benchmarking of current state using online survey tools, heat and scroll maps and Google Analytics analysis. These insights then informed my wireframe creation and subsequent testing of prototypes with users. In the delivery phase, my role shifted to project management where I became scrum lead and initiated stand ups, retros and managed JIRA boards. With this redesign we saw an increase in CSAT by 51%, reduced bounce rate by 14% and an increase in mobile app uptake from both Google and Apple stores.

- **Lead designer in the discovery and creation of marketing personas and archetypes** - In this 1 month project, my role was responsible for the research of our current membership base and consolidation of existing research from across the business to create a set of archetypes and brand personas for company wide usage. These personas and archetypes then became an embedded artifact for our projects of work across the business ensuring 'customer needs' where a focus aligning to the 'Jobs to be done' methodology.

Lead Experience Designer (.com.au), Macquarie Bank, Sydney

JUNE 2012 — AUGUST 2020

- **Lead designer for the redesign of** <u>Macquarie.com.au</u> - In this 9 month project, my role was responsible for leading a team of talented UX and UI designers on the successful migration to Adobe Experience Manager. This redesign involved research and discovery, art direction and design system implementation with documentation for AEM components. We saw a 25% increase in website CSAT due to improved ease of use and navigation, 10% increase in general usability (SUS) score from the redesigned templates.

- **Thought leadership** for the Macquarie Technology Summit 2021 "<u>The future of AI: Designing with a human touch</u>"

- **Lead service designer for the global human resources discovery -** In this 8 month project, my role was responsible for creating the service blueprint for the starters, transfers and leavers process for Macquarie globally. This service design involved research, workshops, ideation sessions, wireframes and the UX/UI build for some features of the internal human resources Hub and careers portals.

- **Leading the redesign for Macquarie's Procurement Marketplace**. In this 3 month project, my role was responsible for the successful design and launch of the internal procurement website. This redesign involved research and discovery, information architecture restructure, design system and documentation and the roadmapping of features and future-state roll outs.

- **Lead product designer for** <u>Macquarie Perspective</u>**.** This thought leadership content platform incorporated research and stakeholder sessions, prototyping, component enhancements inclusive of developer handover and testing.

- **Lead designer for the** <u>Little Black Book App</u>**.** This app is widely used by Financial Advisers for quick reference to regulatory changes and calculators.

- **Mentoring** - Being a key contact within Macquarie for UX/UI mentoring and helping graduates and interns find their feet.

Contractor from 2012-2015.

Permanent employment from 2015-2021

EDUCATION

Career qualified in Banking, FINSIA, Sydney, Australia

NOVEMBER 2022 — MAY 2023

Product Management, AcademyXi

JANUARY 2022

UX Immersive, General Assembly

APRIL 2015

Diploma of Graphic Design and Advertising, College of Commercial Arts and Training, Sydney

SEPTEMBER 2002 — DECEMBER 2004

Certificate IV in Computer Applications and Office Management , Williams Business College, North Sydney

JANUARY 1996 — AUGUST 1997

LINKS

<u>LinkedIn</u>   <u>Portfolio</u>

Figma

A/B Testing

Workshops and Design Sprint facilitator

Agile Project Management

User research

Interaction Design

Service blueprints

Motion Design

AWARDS

NAB Honouree

2024

Macquarie Innovation Day Winner

2019

Macquarie Employee Award

2018

EXTRA-CURRICULAR ACTIVITIES

Facilitator and Organiser, Therapy for Designers, Sydney

FEBRUARY 2024 — PRESENT

A place to get together, connect and learn growth mindset and leadership capabilities.

We come together monthly to openly discuss our fears, challenges and valuable lessons to establish an environment that encourages vulnerability and personal growth. Guided by expert facilitators, our sessions provide designers with the opportunity to address these obstacles and share insights while benefiting from the shared experiences and support of their peers. The session concludes with a delightful dinner, offering an occasion to connect and exchange stories.

Mentoring

AUGUST 2021 — PRESENT

Mentoring junior designers and design team creatives who are wanting to learn more about User Experience and Design Thinking methodologies.

REFERENCES

References available upon request