

# Nick Gascoigne

Research, design and management for digital products and services

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## Profile

I'm an award winning designer, passionate about creating digital products that offer value to end users, brands and businesses.

I have worked on product strategy and end-to-end experiences for a diverse range of digital products and services such as **myGovID**; **Commonwealth Bank**'s digital channels; **Qantas** apps and websites; and the **Rip Curl** Search GPS platform.

I am confident in evaluating and communicating customer pain points, concepts, strategies and solution designs with internal and external stakeholders. My background in digital design and delivery complements my ability to assemble and lead teams in the delivery of effective design solutions.

## Career objective

I'm looking for an opportunity where I can work with stakeholders to set design challenges, run research activities, design solutions and deliver digital products iteratively to market.

## Experience

### Head of Product & Experience, Lumiant – APR 2020 - JUN 2021

Lumiant is a SaaS software platform for financial advisers. It helps advisers serve their clients more effectively over time by focusing on a values based approach.

I performed a startup hybrid role spanning research, product design, product and delivery management, QA and community management functions.

I was engaged for just over a year, taking the product through its initial validation to its launch and transition through 2 capital raises to revenue generation.

## UX/CX CONSULTANT, Qantas Loyalty Ventures – SEP 2018 - APR 2020

Qantas Loyalty Ventures is the airline's venture capital arm. I have provided end to end experience design and innovation consulting for the **Qantas Insurance, Wellbeing and Money** scale up businesses.

- Concept design and testing for the Qantas Car Insurance product launch
- Strategic and tactical design for the Qantas Wellbeing engagement platform
- Discovery for regional and rural health insurance and travel products
- Optimising and iterating the UX for Qantas Travel and Health Insurance web funnels
- Discovery and concept design for Qantas Money

## DESIGN & INNOVATION CONSULTANT, Tobias – JAN 2017 - AUG 2018

Tobias is a design consultancy that uses behavioural insights and human-centred design to deliver purposeful innovation via business transformation, service design, digital products, environments, platforms or ecosystems.

I practiced across research, strategy, design and delivery. My particular area of focus was in translating research insights and opportunity areas into living products and services. I facilitated co-design sessions and tested rapid prototypes to help create innovative solutions, working with frameworks such as the Google Design Sprint method.

As a certified scrum product owner, I work closely with delivery teams to ensure the product or service vision extends through to each user interaction.

During my tenure at Tobias, I have:

- Prototyped and validated a solution for individuals to securely identify themselves to access Australian government services through the digital channel (digital identity for **myGovID**)
- Led a human centred design project to research, identify and design opportunities for **business banking** at a large Australian bank
- Conducted qualitative and quantitative user research to understand the current state of **cyber security** awareness in Australia and established a behavioural design framework for further communication and measurement
- Conducted research and design for a **C-level dashboard for a large Australian bank**
- Co-facilitated a payments innovation workshop and consulted on the design and delivery of a **tactical opportunity for BPAY**, a financial services company
- Presented research insights on the current state of Australian **government healthcare payments**
- Conducted market research and directed a branding program for Tobias
- Conducted research into positive psychology programs and presented options for the implementation of a **wellbeing training platform** for enterprise employees.

## PRODUCT & EXPERIENCE DIRECTOR, REFFIND LTD — OCT 2015 - DEC 2016

This role was at an early-stage tech startup and spanned **experience design** and **product management**. I led product for REFFIND, a mobile platform that facilitates internal job referrals for enterprise customers.

Day to day work involved the design, scoping, prioritising and delivery of product backlog items, via:

- User research and journey mapping
- Product ideation workshops & design sprints
- Rapid prototyping & usability testing
- Product requirement specification via behaviour driven design methodologies
- Grooming, prioritisation and sprint planning as a **certified scrum product owner**
- Working with a distributed team of developers in Sydney & Manila and an offshore QA team across Europe & Asia
- Release management across iOS, Android & Web platforms
- Analysing usage metrics and feedback channels
- Reporting to the Board of Directors on a monthly basis and running quarterly product strategy workshops. REFFIND Ltd is an ASX listed company.

Achievements during my tenure include:

- Expanding the product offering to include mobile Survey and Video Training capability
- Improving the core Job Referral component of the platform
- Building the product team across research, design, business analysis and QA
- Establishing a rapid mobile app release cycle

## SENIOR UX ARCHITECT, VML Sydney — SEP 2013 - SEP 2015

VML is a digital agency, part of the Y&R advertising group. During my 2 year tenure I was involved in the following projects:

- **Lead user experience architect** on the **Rip Curl SearchGPS** product ecosystem, which includes a Watch, an iOS app and a responsive web app. Winner of three Cannes Lions, a **D&AD Yellow Pencil**, a CLIO and an AIMIA Grand Prix amongst other global awards.
- CX and Service Design on **CommBank** Support Hub. This project met the objective of increasing self-service support behaviour and reducing call volume. The design solution was replicated in the authenticated NetBank space after being successfully launched on the public digital channel.
- UX design and content strategy for the **CommSec** front-end website, increasing time on site and acquisition of new customers.
- UX design for the **Transport for NSW** Motorcycle Safety Hub. This included discovery research, persona creation, storyboarding and directing the filming of gamified hazard

scenarios for a first person POV test, content strategy and interaction design for a responsive and cross-device web experience.

- UX and game design on **Kellogg's** Nutri-Grain iOS/Android Throwdowns app facilitating competition, brand awareness and earned media via user generated content across social channels. This led onto UX discovery & design to refresh the Nutri-Grain Iron Man Series digital channel.

### **UX & VISUAL DESIGN, Commonwealth Bank — OCT 2012 - JUNE 2013**

Lead visual designer for the user experience team, working on future concepts and ideation as well as solution design on projects on an agile release cycle for NetBank and Mobile apps. Projects included:

- MySpend (MyPortfolio) PFM tool for Netbank
- PayHub for Netbank (Transfers & BPAY, BillMinder)
- One CommBank cross-portfolio concepting and storyboarding across all digital channels, including the CommBank App
- CommBiz mobile screen design
- Essential Super and CommInsure Netbank product integration

### **LEAD UX DESIGNER, Community Engine — NOV 2011 - SEP 2012**

Tech startup. My role here was across strategy, UX and creative – testing user interface designs and screen flows for an online community and business directory. This product has now pivoted into a payment solution called Selz.com

### **DIGITAL DESIGNER & PRODUCER, Liquidshape P/L — 2005 - 2011**

As an independent contractor I provided visual design services, system design and digital production for brands such as Audi, Discovery Channel, Westpac and Vodafone working direct and through agencies.

### **DIGITAL DESIGNER, Tolemy Communications — 2002 - 2004**

Front-end interface design and production on digital marketing platforms for brands such as Toshiba, Ricoh, JD Edwards/PeopleSoft/Oracle.

### **INTERACTIVE DESIGNER, Guava Interactive — 2000 - 2002**

Web interface design, code and animation for a varied client base including Tourism Victoria, Victa and Adobe.

## Education

Bachelor of Design — University of NSW, COFA, 1999

## Courses

- Sketch Master – User Experience Design in Sketch, 2020
- UC Berkeley, EdX – Science of Happiness, 2018
- Stephen Few – Visual Business Intelligence Workshop, 2017
- IDEO U – Leading for Creativity, 2017
- Certified Scrum Product Owner — Scrum Alliance, 2015
- Stanford, Coursera – Human Computer Interaction, 2013

## Skillset

Research, analysis and consulting

- Facilitating workshops and co-design activities (Alignment workshops, Business Model Design, Google Design Sprints)
- Landscape analysis (competitive sets, gaps, emerging markets and technologies)
- Contextual enquiries, stakeholder interviews, survey design
- Usability testing and evaluation using the System Usability Scale
- Qualitative and quantitative data analysis and synthesis
- Problem definition with artefacts such as task models, affinity diagrams, behavioural archetypes and journey maps
- Card sorting, IA and content strategy
- Communicating product visions and narratives with video

Design and delivery

- Sketching, storyboarding, paper prototyping, wireframing and process mapping
- Sketch, Axure, InVision and HTML5 rapid prototyping
- Visual and interactive design (using tools such as Sketch & Adobe CC), informed by a technical understanding of opportunities and constraints in front and backend technologies and systems
- Lean UX for agile software development, facilitating information sharing across teams at relevant fidelities, using frameworks such as Jobs-to-be-done and behaviour driven design
- Requirement definition via user stories, scenarios and test cases

## References

Details available on request:

- Santi Burridge      CEO, Lumiant
- Simon Tobias      Principal Consultant, Tobias Design
- Cheb Dagher      Senior Manager UX & Design, New Ventures, Qantas Loyalty
- Aden Hepburn      Regional CEO at VMLY&R Australia & New Zealand