

Experience

UX Designer

WORK180, Dec 2022 - Present

- Led end-to-end design of new product features from discovery through to launch
- Created user flows, wireframes, prototypes, and high-fidelity UI aligned to a scalable design system
- Partnered closely with Product Managers and Engineers to define requirements, scope, and priorities
- Conducted user research using qualitative and quantitative methods (Hotjar, usability testing, product audits)
- Creating MVPs with AI to test and validate ideas before investing in full product builds
- Iterated quickly based on feedback, balancing user needs, technical constraints, and business goals
- Facilitated workshops and design critiques to align stakeholders and uncover user problems
- Built and evolved the design system to improve consistency and scalability

Product-Led Growth (PLG) Leadership

- Owned and led a cross-functional PLG working group focused on improving activation, engagement, and retention
- Identified growth opportunities through user behaviour analysis and product data
- Rapidly prototyped and tested ideas to validate solutions before development
- Collaborated across product, marketing, and customer success to align on growth strategies
- Helped embed a culture of experimentation and data-informed decision making

Graphic Designer and illustrator

WORK180, March 2021 - Dec 2022

- Delivered website redesign and new page creation improving user experience and engagement
- Designed reports, marketing assets, illustrations and digital campaigns
- Worked across marketing and product teams, building foundational understanding of user needs and assuring the business stuck to our brand guidelines.

Digital Graphic Designer and Marketing Coordinator

The Production House Events, August 2017 - Mar 2021

- Management and creation of EDM campaigns, websites builds and management and social media plans
- Designing event logos and other marketing materials for the events including; delegate handbooks, prospectuses, signage, digital signage, exhibition graphics, media walls, certificates, lanyards, social media tickets, menus and more
- Managed stakeholder relationships and delivered high-quality creative under tight timelines
- Mentoring Interns

Information

jamieboyce5@gmail.com

0472645589

linkedin.com/in/jamie-boyce/

heyjamie.com.au

pw for locked pages is jamiedesign

Skills

- UX & UI Design
- Product Design (End-to-End)
- User Research & Usability Testing
- Interaction Design & Information Architecture
- Wireframing & Prototyping
- Design Systems (Figma, Storybook collaboration)
- Stakeholder Management
- PLG & Experimentation (activation, retention, growth loops)
- Cross-functional Collaboration (Product, Engineering, Marketing)
- Tools: Figma, FigJam, Hotjar, Jira, Confluence, Adobe Suite and Canva

Certifications

Coursea 2023

Google UX Design Professional Certificate

Designership, 2023

Ultimate Figma masterclass

Education

Otago Polytechnic, 2013 - 2015
Bachelor of Communication Design

Key Project: Onboarding & Employer Follow Growth

Objective:

Design and launch an onboarding experience to drive employer follows by introducing value earlier in the journey, encouraging earlier sign-up, and guiding users toward relevant employers through personalised recommendations. Identified this opportunity through Hotjar insights and user interviews, where onboarding was missing from key user journeys. The primary business goal was to increase employer follows by 20% month-on-month, while improving overall user engagement and experience.

Problem:

Users were only prompted to sign up at high-intent moments, resulting in low awareness of the value of following employers, delayed personalisation, and limited repeat engagement.

Approach:

- Analysed key user journeys and identified a gap in early onboarding, missing the opportunity to introduce account creation sooner and drive employer follows
- Surfaced the value of following employers earlier in the experience to encourage engagement
- Introduced personalised employer recommendations to increase relevance and conversion
- Established the foundation for a personalised dashboard experience

Impact:

- Employer follows increased from on average **323 → 2,126 per month** post-launch
- New unique employer follows grew from on average **78 → 221 per month** post-launch
- Achieved and exceeded goal to significantly increase follow conversion through onboarding
- Improved early engagement, repeat visits, and ongoing user interaction

Key Project: Employer Progress Hub

Objective:

Design a scalable, self-service employer portal that integrates the manual DEI assessment, improves usability, reduces reliance on Account Managers. The primary business goal was to increase employer profile launch rates by 50%, while enhancing user engagement through a more intuitive, self-service experience.

Problem:

- Existing portal did not support the updated assessment model or self-service needs
- Employers struggled to manage profile data, complete assessments, and track progress
- Complex multi-state requirements created confusion and friction
- Heavy reliance on manual support increased operational overhead and slowed onboarding

Approach:

- Designed wireframes and user flows for key features, tailoring experiences based on user entitlements
- Collaborated closely with a Senior UX Designer, Product, and Engineering throughout delivery
- Facilitated workshops and conducted usability testing with stakeholders and employers to validate designs
- Simplified complex workflows using structured, step-by-step interactions and clear progress tracking
- Supported implementation through detailed documentation, interaction patterns, and edge case handling

Impact:

- Reduced employer profile launch time from **180 days → 14 days**
- Enabled a fully self-service experience, significantly reducing Account Manager support time
- Successfully digitised and integrated the DEI assessment into the core product
- Improved usability and clarity across complex compliance workflows
- Established a scalable foundation for future product improvements and iteration