

A lifelong love for audio-visual media led me from studying Multimedia Design in Eindhoven (NL) to building a career in UI and UX in Melbourne.

My past roles span the gamut; in-house, agency and freelance, across healthcare, government, education, finance, e-commerce and transport.

I'm at my best as lead UI/UX on a cross-functional team. This would make the most of my multi-disciplinary background, passion for intricate UI challenges, and love for team-building and mentoring.

Curriculum Vitae

Friendly Neighbourhood Studio

Oct 2025-current

Lead UI Designer / UX Consultant

Melbourne

Independent creative consultancy focused on UI design, design systems and creative direction. Currently leading UI/UX and branding for a telehealth service provider. Previously consulted on the UX of an AI enabled e-learning platform.

Clients: Telehealth, E-Learning

DBiz.ai

3.5 years / 2022-2025

UX community lead / Lead UI designer / UX consultant

Melbourne

A 500+ strong international digital agency. Built/managed an international design team of 25 on and off-shore visual artists, and worked client projects as a Sr. UX consultant. Clients in AU, IN, US, SG, AE.

- Hired off-shore design team
- Mentored on/off-shore designers
- Led UX across international projects

Clients: Remuneration, Novated Lease, International Transport, Utilities, Healthtech, Government, Real Estate.

Incredible opportunity. Fast growth, big challenges and even bigger lessons.

The Marlo Group

2.5+ years / 2020-2022

Senior UX consultant / Lead UI designer / Creative lead

Melbourne

Small back-end development focused agency. Client projects and setting up UI department.

Clients: Government, Education/Publishing.

Still some of my favourite collaborators. Glad we keep in touch and help each other out!

Squiz

1.5+ years / 2019-2020

UX consultant

Melbourne

Mid size design and development agency. Client projects, workshops, some design, UX research.

Clients: Government, Universities, Utilities, Employment.

*Most traveling I've done for a role, and met some of **the most amazing people I've ever met**.*

Prime Practice

7 years / 2011-2018

Creative director / Lead UX design

Sydney

In-house, dental industry consultancy. Software design/delivery, CD for marketing/branding. Managing software development department. UI, UX, product design, including physical media.

- Successfully launched 11 sub-brands, with many products/services
- Creative direction for 2 yearly ADX conference
- Launched 2 web based SaaS business management solutions

Projects: Business Tracking Software, LMS, Compliance, HR, Real Estate, NPS, Conferences, etc.

***Role of a life-time**, starting out as a UI/UX design lead, then promoting into other areas of the business. Too many products and services to list on one CV, with design efforts expanding well beyond the digital.*

Trixan

1 year / 2010-2011

Lead UI & graphic design / front-end coding

Sydney

In-house, e-commerce. Software design, front-end dev, devops, creative direction for marketing/branding.

Projects: E-Commerce (fashion, pet medication), Marketing collateral, Packaging, Visual Media Editing Processes.

Innovadis group

1.5+ years / 2008-2010

Design consultant

Enschede, the Netherlands 

Full-service digital agency. Software and web design, CMS implementation.

Clients: E-Commerce, Government, Utilities, Healthtech.

*This role made me fall in love with **the agency mentality**!*

Pay.nl / Cashmaster

4 years / 2004-2008

UI design & front-end dev

Enschede, the Netherlands 

In-house, online payment software. Design and front-end dev. Proprietary template systems.

Projects: Online Payment, Digital Marketing Platforms, White-labelled Software, Video Editing, Copywriting, minor devops, CMS implementation/configuration.

I owe my entire digital career to the team here. ❤️

Values

- **Equality, inclusivity and empathy** are the baseline for any team. Respectful collaboration is the foundation for impact beyond metrics.
- **Learning from each-other.** Osmosis is a powerful tool!
- **A direct approach, honesty and practical solutioning** ... and lots of good laughs and celebrating our wins!

Drive

- **Building and being part of high functioning teams.** Great work happens when open minds meet.
- **Solving problems with tech, creativity and empathy.** Whether it's designing a dashboard, brand book or office mural!
- **I adore great story-telling through design.** There are too many bland web pages and interfaces out there!
- **I'd love to design until every interface on the planet makes sense.** Failing that, I'll settle for delivering clever, intuitive UI solutions!

Experience

Design & UX

UI Design, UX Design, UX Research, Prototyping, Copywriting, Branding, Design Systems, Creative Direction, Accessibility (WCAG), Storytelling.

Design Software

Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Axure, Miro, Power BI.

Coding & Development

HTML5, CSS3, JavaScript, PHP/SQL (minor).

CMS & Platforms

OutSystems, Salesforce, Drupal, WordPress, Oracle ATG, DynamicWeb.

Marketing & Content

Copywriting, Hubspot, MailChimp, CampaignMonitor, Marketing Automation, Social Media Branding, Content Creation, Campaign Management.

Collaboration & Project Tools

Jira, Confluence, Trello, Slack, Microsoft Teams, Google Workspace, Notion.

Verticals

Telehealth, Government, Universities, Utilities, Employment, E-Commerce, Healthtech, Payment Providers, E-Learning, Marketing, HR, Compliance, Dentistry, Real Estate, Events, Remuneration, Novated Leasing, Transport, Publishing, etc.

I love talking tech & design!

Get in touch if you wanna talk about your latest project, have questions, or fancy trading anecdotes...

www.aboutadirk.com