

Julian Doan

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Profile

Senior Product Designer with **6+ years of experience** delivering scalable, user-centric digital solutions across start-ups, global brands, and large enterprises. Expertise in **user research, information architecture, interaction design, and cross-functional collaboration**. Proven track record in solving complex design challenges for **enterprise-level software**, driving measurable business outcomes, and fostering innovation through workshops and mentorship.

Work Experience

Kmart Australia

April 2024 - Present

Product Designer (UX/UI)

- Led cross-functional teams in bridging early-stage innovation with agile frameworks to deliver enterprise-level in-store product solutions, **driving \$12M in additional sales** and **\$8M in staff cost savings**.
- Improved operational efficiency by **reducing task effort by 53%** and **increasing customer satisfaction by 36%** in pilot stores.
- Delivered **30+ reusable components** for Kmart's design system, improving design-to-development handover efficiency.
- Facilitated design sprints and workshops, aligning stakeholders on product vision and roadmap.

Vivi

July 2022 - Jan 2024

Product Designer (UX/UI)

- Led design for core features in Vivi's app and web portal, including Digital Signage Editor, Classroom Clock & Timer, and Campus Communication tool.
- Conducted continuous discovery via **100+ user interviews** across AU & US, driving iterative product improvements.
- **Increased feature adoption by 4%** through targeted onboarding enhancements, **increasing user engagement from 64% to 68%** and **reducing feature skip rates by 6%**.
- Established a research panel with **63 active participants** within the first month for continuous insights.
- Collaborated closely with engineering teams to manage technical constraints arising from extensive R&D testing of the Vivi Box, and challenges from legacy devices and breakpoints.

Merkle Inc (Dentsu)

July 2021 – June 2022

Product Designer (UX focused)

- Part of a cross-functional team using agile methodologies, validating business opportunities and launching new products for **Mitsubishi Motors, Adobe, La Trobe Uni, City of Melbourne, Myer, and Funlabs (Strike Bowling, Holy Moly)**.
- Led design sprints, synthesised user research insights, and developed wireframes, prototypes, and high-fidelity designs.
- Facilitated cross-functional collaboration, ensuring that solutions met both business and technical goals.

Isobar (Dentsu)

Sept 2019 - Aug 2021

Product Designer (UX focused)

- Led end-to-end design for Jetstar's e-commerce flight booking platform, enhancing the meals purchasing experience focusing on usability and conversion using A/B testing.
- **Increased meal uptake revenue by 23%** and **customer satisfaction scores by 28%** by improving booking flows.
- **Reduced booking time by 16%** and **bounce rates by 20%**, **boosting completion rates by 6%**.
- Collaborated with dev teams across **3 time zones**, facilitating ideation workshops and ensuring product vision alignment.
- Additional clients: **The UN, Hilco** (ReStore & CareerFlex), **Workwear Group, AHM, Swinburne University**, and Vesco Foods (Lean Cuisine).

SportsTG

Sept 2018 - Sept 2019

Product Designer (UX/UI)

- Sole product designer for GameDay, a competition and registration management platform for sporting bodies.
- Delivered personas, documented user journeys, and created a design system using InVision DSM and Storybook.
- Collaborated with developers to ensure designs were implemented effectively, balancing user needs and technical constraints.
- Shared UI components, style guides and prototypes handed off to developers using Zeplin.
- Initiated and created a design system using Invision DSM and Storybook.

Academy Xi

July - Sept 2018

Product Designer (UX focused)

The Department of Jobs and Small Business - Sydney & Canberra

- Co-facilitated training sessions in Design Thinking, UX theory and frameworks for Product Owners, Business Analysts, and Testers.
- Helped participants apply design thinking to services affecting millions of Australian job seekers.

Freelance Product Designer (UX/UI): April - July 2018

Education

UX Design - Transform Certificate (Full-time)	April - July 2018
Academy Xi - Melbourne	
Bachelor of Industrial Design with Honours (H2A)	Feb 2005 - Oct 2010
RMIT - Melbourne	

Skills

Design & Research

Wireframing, Prototyping, Workshop Facilitation, User Research (Quantitative & Qualitative)

Design tools

Figma, Protopie, Sketch.

Research tools

Dovetail, Askable, Maze, Optimal Workshop, Usability Hub and UserTesting.com

Collaboration tools

Miro, Basecamp and Teams.

Soft Skills

Cross-functional collaboration, Mentoring, Agile methodologies, Stakeholder engagement