

David Berigny

Throughout my career, I've been driven by making things people love. Led by research and user needs, I design products and strategies that are intuitive and delightful. From concept to launch, I've tackled projects across countless fields, specialising in user-centred design and digital transformations. My ultimate goal? To bridge the gap between technology and hearts, creating experiences that win users over and keep them coming back for more. My in-depth practice in service design, UX, and product design fuel my passion every step of the way.

CAREER HISTORY

Senior Manager — *The Strategy Group*

AUGUST 2023 – Present

- Led key projects, including Knox City Council's EVP, Stryker's Smart Healthcare market analysis, and Coal Miners Insurance's strategic plan, aligning organisational goals with market and employee needs.
- Contributed to the development of an AI-enhanced Human-Centred Design tool, enhancing design process efficiency and fostering innovation.

HCD Capability Manager — *Tobias Australia*

MAY 2023 – AUGUST 2023

- Crafted a comprehensive Human-Centred Design curriculum, covering the entire design lifecycle and emphasising agile processes, MVP, and Proof of Concept execution.
- Enhanced product delivery strategies, resulting in improved project outcomes and increased client satisfaction for RaboBank's capability uplift pilot.

Product / Service Design Lead — *Department of Agriculture Water and the Environment*

OCTOBER 2021 – MAY 2023

- Directed a sustainable AgTech proof-of-concept, securing a \$5 million investment for AgTrace, and contributing to a \$11 million government Traceability grant.
- Managed the early product lifecycle, aligning the strategy with environmental and agricultural sustainability goals and unlocking benefits in sustainability data.

Product / Service Design Lead — *Digital Transformation Agency*

MAY 2020 – OCTOBER 2021

- Contributed to the successful design and relaunch of myGov with data-driven decision-making and go-to-market strategies, resulting in enhanced digital service delivery for millions of Australians.
- Drove service mapping in the 'Digital Service Prioritisation' program paving the way for the DTA to oversee digital and ICT investments towards 2030

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AWARDS

Innovative Mortgage Product of the Year — *RFI Group / Role: Product Lead on Westpac Wonder mobile App*

Good Design Award — *Digital Apps & Software / Role: Product Lead on Westpac Mobile & iPad*

10 Best Intranets (worldwide) — *NN/g Neilson Norman Group / Role: UX Designer on AMP's intranet*

Intranet Innovation Awards - Gold — *Issued by Step Two / Role: UX Designer on AMP's intranet*

AMP Innovation Award — *Issued by AMP Awarded \$10k grant for my AMP innovation proposal to develop an internal service platform pilot, for knowledge sharing based on principles of gift economies, successfully implemented*

Product & Service Design Lead — *Macquarie Group*

JUNE 2019 – MAY 2020

- Drove enhancements in Personal and Business Banking products, applying UX and Service Design principles.
- Delivered tangible improvements in the Home Loans refinancing process and deposit product development, achieving alignment with business objectives and enhancing customer acquisition and retention.

Product & Service Design Lead — *Digital Transformation Agency*

FEBRUARY 2018 – JUNE 2019

- Initiated user-centric redesigns for government service authorizations, significantly improving user experience and efficiency.
- Established a user-friendly digital identity ecosystem, achieving a 100% success rate in user onboarding, and significantly improving accessibility and ease of use.

Product Manager / Design Director — *Fjord (Accenture Song)*

FEBRUARY 2016 – FEBRUARY 2018

- Led product / UX development for NAB Group, enhancing customer experience and streamlining banking processes through innovative design and agile methods.
- Led UX with Connected Policing project, utilising rapid prototyping to develop a system enhancing situational awareness and decision-making, showcasing proficiency integrating AI/ML and data-driven solutions in complex environments.

Product Design Lead — *Westpac Group*

FEBRUARY 2015 – FEBRUARY 2016

- Led the redesign of the Westpac iPad banking app, achieving a Good Design Award and a notable increase in NPS from -8 to 34.
- Boosted app store ratings from 2.5 to 4.5 stars and drove a 542% increase in weekly product sales, generating an additional AU\$22K daily revenue.

Product Design Lead — *The Customer Experience Company*

JULY 2014 – FEBRUARY 2015

- Led design for a platform consolidating 60 sales and service reports, improving customer engagement and operational efficiency.
- Utilised ethnographic research, design workshops, and stakeholder collaboration to create a customer-centric platform and directed Salesforce customization for Metcash Distribution and Logistics.

Senior Product Designer — *Ogilvy (DT)*

MARCH 2014 – JULY 2014

- Directed UX research projects, enhancing the Macquarie personal banking experience through comprehensive usability testing and customer insights integration.
- Initiated product enhancements for Macquarie Careers and Advisor hubs, integrating customer insights and driving product strategy.

Senior Product Designer / Front-end Engineer — *AMP*

JUNE 2012 – MARCH 2014

- Spearheaded the UX development of an intranet, recognized as one of the NN/g Neilson Norman Group's 10 Best Intranets worldwide and receiving a Gold Intranet Innovation Award from Step Two.
- Initiated the responsive design frameworks, collaborating with cross-functional teams to implement multi-device functionality and enhance usability for over 7000 AMP staff

TEACHING & MENTORING

Lecturer: Design Thinking & Information Systems and Networks — *Kaplan Business School (2023)*

Mentor / Instructor: CX Strategy, Service & Product Design — *Academy Xi (2017-23)*

Mentor: Service & Product Design — *IxDA (2018)*

Academic Tutor: Digital — *University of Sydney (2007)*

Teacher: Digital & Design — *TAFE (2004-06)*

Teacher: Art and Design — *NSW Department of Education (2004-05)*

Product Manager / Digital Manager — Getty Images

JULY 2008 – SEPTEMBER 2011

- Led the design team with the strategic redesign of Photolibary's 14 international sites, contributing to Getty Images' close to \$20 million acquisition of Photolibary.
- Drove digital marketing, SEO/SEM promoting Getty / Photolibary's global commercial growth and market positioning.

Senior Product Designer / Front-end Engineer — Elcom

JUNE 2006 – AUGUST 2008

- Handled online/digital projects for clients such as Bendigo Bank, Orica, and Selley's, showcasing skills in web design and front-end development.
- Focused on information architecture, UX design, and usability testing, balancing technical feasibility with user-centred design principles.

Product Designer / Front-end Engineer — Colin Biggers & Paisley (CBP)

FEBRUARY 2005 – JUNE 2006

- Drove the firm's campaigns, website redesign, and content development, leading web development and aligning design initiatives with corporate marketing.
- Built and distributed the firm's web presence and marketing materials, effectively aligning design with corporate communication strategies.

Advertising Artist — Sensis

SEPTEMBER 2003 – MARCH 2005

- Conceptualised and produced print-focused advertisements for the Yellow Pages, demonstrating creative design skills and the ability to align advertising campaigns with business marketing strategies.

PRODUCT CAPABILITIES

Mentoring and Capability Building

Strategy and Roadmapping

Data-Driven Decision Making

Agile and Lean Methodologies

Stakeholder Communication and Engagement

Market Analysis and Competitive Intelligence

Cross-functional Team Building

Product Lifecycle Management

Customer Research and Insights Gathering

Ethical and Sustainable Product Advocacy

Emerging Technology Enthusiast

EDUCATION

Designing Resilient Regenerative Systems — *ETH Zürich*

AUGUST 2022 - DECEMBER 2022

Systems-oriented design, life cycle and footprint analysis, circularity mapping, visual dialogue, cross-scale design, biomimicry, trans-disciplinary research.

Regenerative Leadership

FEBRUARY 2022 - FEBRUARY 2023

1-year deep-dive course covering Regenerative Leadership, Sustainability, and Circular Economy. The curriculum included theory and practice in design and agriculture.

Augmented / Virtual Reality Development — *Academy Xi*

2017

VR / AR product design and development methods and project work.

Leadership and Management Certificate IV — *TAFE NSW*

JANUARY 2007 - NOVEMBER 2008

Frontline Management (Certificate IV), focusing on Management / Business strategies and communication.

Masters of Design — *Western Sydney University*

2003 - 2005

Specialised in Usability, Multimedia, Interaction Design, Information Design.

BA Art Education — *UNSW (University of New South Wales)*

2002 - 2004

Distinction Average in the psychology, sociology, philosophy of Art Education. Practical teaching development.

Advanced Web Design Certificate — *University of Technology Sydney*

2001

Front End development - HTML, CSS, JS

BA Hons, Fine Arts — *University of Sydney (1999)*

1999

Major in Painting & Digital art projects, Art and aesthetics.