Alana Braddon-Parsons

User Experience Designer

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✉️ alanabp1@gmail.com

🖥️ Portfolio

in Linkedin

KEY SKILLS

Personal
Excellent communicator
Highly collaborative
Strong ability to synthesise
and present information
Creative problem solver
Teachable
Empathetic
Driven

Design
Wireframes & user flows
Prototyping
Systems thinking
Participatory design
Workshop facilitation
Information architecture
Agile methodologies

Research
Qualitative interviews
Quantitative data analysis
Usability testing (including
with assistive technology)

Digital Tools
Figma
Miro
Jira & Confluence

PROFILE

I am a highly collaborative and curious User Experience Designer whose ability to clearly communicate design rationale with engineers, product managers, and external stakeholders drives successful product choices.

I have an excellent understanding of user-centered design methods, and know how and when to research further, or synthesise learnings and develop solutions. I am especially passionate about seeing the customer experience holistically, and using platform and systems thinking to tackle deeper problems, find the root cause, and create solutions that provide a consistent customer experience.

I value life-long learning and am looking for a role in a fast-paced environment where I can utilise my design expertise, while continuing to be challenged and grow professionally.

EMPLOYMENT HISTORY

Product Designer, Xero
August 2021 – Present
Product designer across several product and platform teams. I take lead in designing common smart components that align and elevate the customer experience across the product. Key parts of this role include systems thinking, synthesising customer needs, facilitating collaboration, and developing accessible interaction patterns.

User Interface Designer (Contractor), Private Client
May 2022 – August 2022
Designing and building a portfolio site for an Author, to represent their brand, and advertise their latest book. This included creating a design system, and refining the information architecture.

UX & UI Designer (Contractor), Massey Child Care Center
April 2021 – July 2021
Researching and redesigning the Massey Child Care website to more effectively communicate with families and demonstrate the center's unique facilities in a trustworthy way.

EDUCATION

Master of User Experience Design, Victoria University of Wellington
July 2020 – June 2021
Developed an in-depth understanding of UX design methodologies and best practices; spanning research methods, participatory and iterative design, and usability testing. Throughout this course of study I worked alongside engineers to build real-world solutions and products for industry clients including IBM and The Clinician.

Bachelor of Creative Technologies, Auckland University of Technology
February 2016 – November 2018
Gained a broad range of skills relating to interaction design, CAD, digital fabrication, wearable technology, and programming through cross-disciplinary collaboration and research into emerging technologies.

VOLUNTEER ROLES

Mentor
2022-2023
Youth Camp Leader
2019-2023
Student Representative
2020-2021
Workshop Assistant
2018

HOBBIES & INTERESTS

Gardening & DIY
Tramping
CAD & 3D printing
Arts & crafts
Running

REFERENCES

Available on request

PROFESSIONAL DEVELOPMENT

Accessibility Training, Fable
2023
Continued to better understand different disabilities and assistive technologies, as well as how to design user experiences that work well for all users by completing accessibility training through Fable.

Mentor to Graduate Designer, Xero
2022 – 2023
Growing my leadership and communication skills by mentoring a design graduate. Guiding them through new processes including how to work within an agile team, balance technical constraints and business needs, and communicating design rationale.

Community of Practice Presentations, Xero
2022 – 2023
Developing strong communication skills by sharing my knowledge and learnings of designing smart components, through several presentations to a wide range of audiences.

UX New Zealand Conference, UXNZ
2022 & 2020
Gaining inspiration and practical insights into developing technologies and UX practices from leading professionals by attending the UXNZ conference.

ACHIEVEMENTS

Design Patent, Xero
2022
I researched, designed, and developed a new keyboard navigation method for table auto-completers that anticipates the user's needs. Upon the successful completion of this project, Xero filed for a patent for this design.

World of Wearable Arts Finalist, WOW
2018 & 2017
Selected as a finalist for WOW with three of my garments presented on stage in the international Wellington show.

Ellen Melville Centre Award
2017
Awarded to an interactive installation project I completed collaboratively with two others. The project received the award for "an excellent public installation to engage community".

Gold Duke of Edinburgh Hillary Award
2016
Achieved through weekly service to the community, sports, and cultural involvement over four years.