



BEN KARNAGHAN

bkarnaghan@gmail.com

+61 431 881 842 | bkcreatives.com.au

SUMMARY

With 16 years of design experience, including six years focused on product design, I excel in problem-solving, holistic thinking, and adaptability. I've mentored teams, scaled and developed branding & design systems, and employed human-centered and service design methodologies in across agile product teams. I enjoy creating empathetic experiences in both design and community events, where I've been involved for over 20 years. My proven track record in successfully achieving key success metrics, such as user engagement, retention, and operational efficiency in projects across various industries, demonstrates my value as a Senior Product Designer committed to delivering real, impactful outcomes.

EXPERIENCE

PRODUCT DESIGNER

Lendi Group - *Aussie Home Loans, Lendi & Domain Home Loans* | Sep 2022 - Present

- Led design OKRs across discovery and research strategy, collaborating closely with stakeholders and cross-functional teams to develop human-centred solutions that addressed user needs while aligning with business goals, market viability, and technical feasibility.
- Executed end-to-end design roadmap using Figma, Whimsical, and Confluence for design, prototyping, design documentation, and collaboration.
- Conducted regular usability testing and interviews, and facilitated ideation workshops to generate innovative solutions and gather insights from cross-functional teams.
- Launched new features that improved data accuracy and processing efficiency on Lendi Group's broker platform. Achieved an overall SUS Score of 85.5 and a combined NPS average of 72, indicating high user satisfaction and recommendation likelihood.
- Championed UX writing guidelines and WCAG accessibility across product teams.
- Created efficiencies and new ways of working within the design team to reduce design debt, and introduced a democratised solution for the management and scaling of the design systems across Aussie Home Loans, Domain Home Loans, and Lendi, empowering the design team and enhancing collaboration.
- Assisted in the creation and refinement of Scope Documents and Jira tickets, and provided training, support, and resources to ensure brokers and other stakeholders were comfortable using new processes and features.

PRODUCT DESIGNER / DESIGN LEAD

The Shopa Group - *Shopa Docket, Shopa Save, Shopa Digital* | Aug 2020 - Aug 2022

- Collaborated closely with stakeholders to develop user-focused solutions, resulting in a new app that attracted 50,000+ users since its launch and increased user engagement across platforms.
- Refined user experience and platform interfaces to enhance usability and WCAG accessibility.
- Led the development of a new merchant self-service platform, increasing the discoverability of merchants across brand web platforms and apps, resulting in the addition of 1,000+ local Australian retailers and 500+ national brands to the platform.
- Introduced new product verticals, driving business goals, along with higher user engagement and retention.
- Mentored designers, managed and scaled branding and UX guidelines, design systems, and improved team efficiency and design consistency.
- Facilitated new business opportunities, defined customer journeys, and integrated with market-leading financial services providers, enabling users to enjoy rewards directly through partner platforms.

EXPERIENCE

continued...

VISUAL DESIGNER / DESIGN LEAD

The Shopa Group - *Shopa Docket, Shopa Save, Shopa Digital* | June 2017 - July 2020

- Design led a successful company-wide rebranding, including apps, websites, branding, and marketing materials, while mentoring design staff and ensuring timely project completion..
- Applied qualitative and quantitative research methods and heuristic evaluations to identify design challenges and create an engaging, user-friendly digital experience aligned with the rebrand, including updates to branding, brand guidelines, tone of voice, and UX writing.
- Introduced and refined new features, leading to an 80% increase in daily active users (DAU), a 35% increase in offer redemptions, improved app store ratings (from 2.5 to 4.3 on the App Store and from 2.1 to 4.0 on Google Play), and streamlined app usage for small and medium-sized enterprises (SMEs) with minimal staff training required, boosting business efficiency, reducing staff workload, and elevating the overall user experience.

GRAPHIC DESIGNER

Shopa Docket | June 2008 - June 2017

- Designed compelling pitch creatives for high-profile brands, including Bridgestone, ALH Group, McDonald's, Coles, Woolworths, Target, Kmart, Big W, IGA, Coca-Cola, and Clean Up Australia, while ensuring consistent visual branding across print, digital, social media, and web design.
- Improved production processes by optimising print-ready designs, automating error detection, and enhancing pre-press workflow.
- Streamlined digital marketing services by spearheading the transition from Salesforce Marketing Cloud to Emarsys B2C Marketing Automation, designing engaging eDM creatives, managing affiliates, and enhancing workflow.
- Met strict monthly print deadlines while creating receipt creatives for local supermarkets and variety stores, reaching over 2,600 locations nationwide.

EDUCATION

Graduate Diploma in UX & Web Design Billy Blue College of Design | 2019 - 2020 | HD

Diploma in Interactive Digital Media SAE Institute | 2014 - 2015

Diploma in Graphic Design QANTM College | 2006

AWARDS

Community Award Brisbane City Council - Jamboree Ward | 2018

Employee of the Year The Shopa Group | 2016

Australian Volunteer Award Australian Government | 2015

SKILLS

- Design Thinking & Problem-solving
- User Research & Analysis
- Information Architecture
- Interaction Design
- Visual Design & Branding
- Prototyping & Usability Testing
- Scaling and managing Design Systems
- Running and facilitating workshops
- Experience working within Agile XFT's
- Experience leading & mentoring other designers
- Experience with WCAG guidelines
- UX Writing & Content Strategy

SOFTWARE & TOOLS

- Design and prototyping: Figma, Adobe XD, Axure RP, Adobe Creative Suite
- Web development: HTML/CSS, JavaScript, Wordpress
- Collaboration and ideation: Figjam, Miro, Whimsical
- Analytics and research: Amplitude, Fullstory, Google Analytics, HotJar
- Project management: Asana, Confluence, Jira
- Marketing: Automated Marketing Journeys, eDM, SEO, SEM, Social

REFERENCES

Please contact me on 0431 881 842 for professional or personal references.