

JASON TAYLOR

DIRECTOR OF DESIGN

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0409 62 1972

2017 | INVOICE2GO

2012 | ANSARADA

BOOMWORKS

2007

ATLASSIAN

OBJECTIVE

2002

WESTFIELD

DIFFERENT

THE HISER GROUP

1997

PETTARAS PRESS

1992

EQUITY SYSTEMS

INVOICE2GO. DIRECTOR OF DESIGN

Lead an 8 person team designing mobile and web applications for small business. Turned around a major project using design sprints. Built the research discipline and created a regular customer event.

ANSARADA. CHIEF DESIGN OFFICER

Lead a 15 person team across 5 disciplines designing software for mergers and acquisitions. Embedded design thinking into the company and codified the design language into a component library. Designed the space for our office in Vietnam.

BOOMWORKS. USER EXPERIENCE TEAM LEAD

Lead a 6 person UX team consulting on usability projects. Designed My Account for Telstra—which is still in use. Speaker at Agile UX.

ATLASSIAN. LEAD USER EXPERIENCE DESIGNER

Interaction and visual design across all products. Graphic design for marketing and events. Lead designer on JIRA, including a major redesign for JIRA 4.0. First designer to join Atlassian.

OBJECTIVE. USER INTERFACE DESIGNER

Interaction and visual design of a Windows based document management product. Art directing and managing external designers.

WESTFIELD. USER INTERFACE DESIGNER

Interaction and visual design for internal and external projects. Graphic design for marketing and events. Introduced user research with the design of POS software and usability testing for the website.

DIFFERENT. SENIOR VISUAL DESIGNER

Consult on visual design and user experience projects. Designed and introduced an approach to collaborative visual design workshops.

THE HISER GROUP. USABILITY CONSULTANT

Consult on usability and visual design projects. Tought the Hiser process. Speaker at UPA2000. Redesigned the company identity.

PETTARAS PRESS. ART DIRECTOR

Lead creative and quality in a 12 person design studio. Working on print and web projects for film, music, and gaming industries.

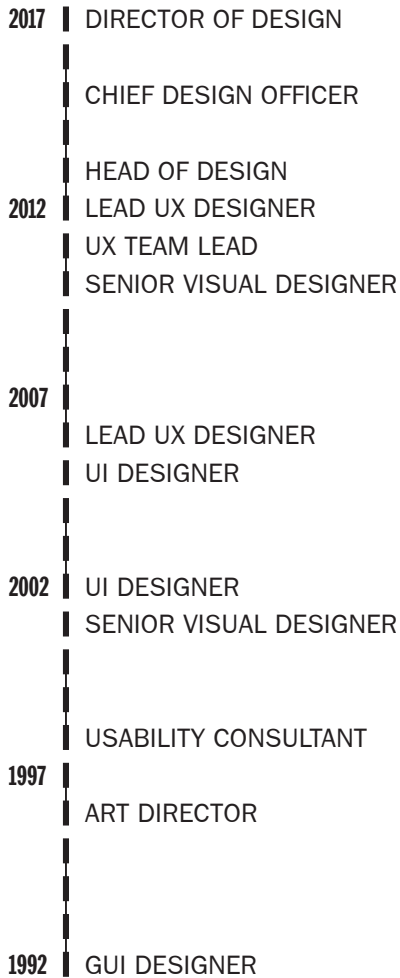
EQUITY SYSTEMS. GUI DESIGNER

Design of a technical analysis product on DOS, Windows and Unix platforms for Reuters. Lead a major product redesign to Windows 95.

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WHY DESIGN?

I love designing experiences, environments, and teams. As a designer I can make a difference across all areas of a business. Design is collaborative and gets everyone working on solving problems.

HOW DO I DESIGN?

Design is a way to understand and solve human problems. Seeking first to understand the interactions between people, objects, and systems. Researching the eco-system to understand context and behaviours. Iterating on concepts that are validated with real people.

WHAT DO I DO?

Strategy is important to the way I design. Understanding the next year and sketching out the next 5 years. Crafting a vision and planned progression that will connect today with tomorrow. Giving teams a shared goal that aligns their efforts.

WHO AM I?

I'm a designer who has been thinking and crafting for over 25 years. I'm forever curious and never satisfied with the status quo. I'm always looking for ways to learn and grow.

HOW DID I GET HERE?

I studied Graphic Design at TAFE and landed my first job designing icons for a Windows product. My manager introduced me to user centred design and I haven't looked back. I spent the next few years attending every training course I could find.

The majority of my training was with The Hiser Group. Realising my first career goal I later joined as a Usability Consultant. While there I gained depth in my skill set while delivering the same training courses.

Skip ahead a few years and the next big learning curve was Atlassian. Learning to work with Founders and discovering my gaps as a design leader. I made a lot of mistakes and worked out how to be better.

Starting my design leadership journey at Boomworks as a UX Team Lead. I realised working on products is what I did well and what I enjoyed most.

Ansarada gave me a chance and changed my perspective. Four years owning a brand experience. Four years focussed on personal growth and leadership. I had a business coach and an amazing leadership framework.

My latest adventure is managing one team across two timezones.