

## ABOUT

**Name:** Hamish Beattie

**Date of Birth:** 10/07/78

**Residency:** Australian Citizen

**Address:** Sydney, NSW

**Email:** [hbeattie@gmail.com](mailto:hbeattie@gmail.com)

**LinkedIn:** <http://au.linkedin.com/in/hamishbeattie>

**Web:** [www.hamishbeattie.com](http://www.hamishbeattie.com)

**Mobile:** 0416 111 224

**Skype:** 0416 111 224

**Work type:** Contract, Permanent

**Work location:** Brisbane, QLD

**Notice Period:** 4 Weeks

Document last updated 2016 December

## SUMMARY

Over the past 17 years I have had the fortune of working within many organisations ranging from Agency, Government, Finance, Sport, Telecommunications and ran my own Design Agency.

During this time, I have witnessed and experienced the evolution of the "online world", having had to adapt to the ever-changing environments, theories and principles of design.

My passion has always been User Interface Design, however over the past six years I have shifted focus towards the User Experience, specifically;

- **User Research:** Focus Groups, Benchmarking, User Interviews, Heuristic Evaluations, Tree Testing, Card Sorting, Online Surveys, Stakeholder Workshops, Contextual Enquiry, Guerilla Testing, Analytics/Heat-map Evaluation, Content Audit, Competitor Analysis
- **Concept Ideation:** Persona, User Stories, Sketching, Interaction Models, Participatory Design, Guerilla Concept Testing, Content Strategy
- **Solution Design:** Solution Design Workshops, Information Architecture Design, User Journey Maps, Screen Flows, High/Low Fidelity Wireframes, Prototyping, Usability Testing, Interaction Design

## WORK EXPERIENCE SUMMARY

### OPTUS

**May 2015 – (currently in contract)**

**Position:** UX Designer

**Job functions:**

- Working within the \*\*\*\*\* **App Team** as UX Lead  
(*product has not been released and is subject to NDA*)
  - Researched and designed the IOS and Android applications experience
  - Redesigned the Sales and Login pages
- Working within the **Optus Sport Team** as UX Lead
  - Delivering Optus's Premier League and Australian Cricket offering
  - Researched and designed the IOS and Android applications

- Researched and designed the Optus Sport Website
- Working within the **Help and Support Feature** team as UX Lead
  - Researched and designed the
    - Community Portal
    - Optus Search
    - Help and Support pages
    - Single Sign-on between My Account and the Community Portal
    - My Optus App Help and Support section
- Working within the **Shop Team** as UX Lead
  - Designed the
    - Anytime Upgrade within My Account
    - Samsung 7 shop pages
    - Data Pool pages
- Working within **Miscellaneous Teams** as UX Lead
  - Designed the Network Bolt campaign page
  - Designed the Data Pool campaign page
  - Samsung 7 campaign page
  - Designed the User flows for Perks
- **User Research and Testing**
  - Conducted
    - User Testing (functional and paper based testing)
    - Surveys
    - Focus Groups
    - Workshops
    - Card Sorting
    - Competitor Analysis

## AUSTRALIAN RUGBY UNION

**March 2012 – April 2015**

**Position:** Senior Digital Producer – Head of Digital

**Job functions:**

- **Heading up the Digital Team** I was responsible for
  - Developing and implementing the Digital Strategy for 2012 - 2016
  - Negotiating Digital Assets Contracts (EDM Tools, Statistical Content, Editorial Content)
  - Managing an internal team made up of a Developer and Designer
  - Managing 700k digital budget
  - Managing all digital projects
  - Managing the sending of all EDM
  - Working with and training Super Rugby Digital Teams
- **Working within the Digital Team** I was responsible for
  - Training users
  - Lead UX/UI Designer for applications and websites
  - Lead UX/UI Designer within Salesforce CRM Implementation Team
  - Designing and building all electronic forms
  - Redesigning all websites to be responsive/adaptive

## THE TRUST COMPANY

**March 2011 – March 2012**

**Position:** UX/UI Designer

**Job functions:**

- Develop and implement the Online Communications Strategy for 2011- 2013
- Migrate and convert pre-existing websites onto one platform and CMS
- Reduce all external costs by 70%
- Implement internal newsletter/blog system
- Design and implement Facebook and LinkedIn pages
- Oversee and maintain content updates for all corporate sites and intranets
- Website creation – Design, code and server integration
- MS SharePoint intranet - Skin/Set Up/Use
- Training users how to use multiple CMS

## CYRIUS MEDIA

**February 2011 - March 2011**

**Position:** UI/UX Designer - Contractor

**Job functions:**

- UI Design
- Front End Coding

## WE ARE SOCIAL

**January 2011 – February 2011**

**Position:** UI Designer - Contractor

**Job functions:**

- UI/UX Design
  - Facebook pages
  - Ecommerce site

## CITY OF SYDNEY COUNCIL

**April 2001 – January 2011**

**Position:** UI/UX Designer, Web Applications Support and Programmer

**Job functions:**

- Oversee and maintain content updates for the City of Sydney's Corporate website
- Design file architecture behind the Corporate website (20k files) and incorporate CMS (Contribute)
- Website creation – Design, code and server integration
- Mobile sites - Design, code and server integration
- EDM - Design, code and send
- Flash/static banner add design
- Edit Audio/Video files
- Client liaison and management of client expectations
- Project management
- Staff training

- Management of the OpenX Add Server and delivery of all banners
- Server set up/Maintenance
- IT Consulting/Help Desk Support
- CMS set up - Blog environments, implement AD security, design and skin
- MS SharePoint intranet - Skin/Set Up/Use
- Training users how to use multiple CMS
- Creation and maintenance of internal weekly newsletter system
- Set up of internal email systems for weekly newsletter
- Set up of intranet with CMS
- Design/Implement interface for Google Mini search
- Design/Implement syndicated feed readers for multiple sites
- Migrate all sites from Win NT4 > Win 2K server
- Migrate all sites from Win 2K > 2008r2 server

## 72 PIXELS PTY LTD

### 2004 – 2010 – Company Owner

**Position:** Managing Director

**Job function:**

- Client liaison
- Account keeping and management
- Project management
- Flash/static banner add design
- Design/Code web sites
- Server set up/Maintenance
- IT Consulting
- Helpdesk and first POC for all PC issues
- Domain name maintenance
- Wire framing and information architecture design
- User testing and usability testing
- UX Design
- Front end and back end coding (web)
- Edit Audio/Video files
- Set up Blog environments
- Training users how to use CMS

## DNM PTY LTD

### 1999 - 2004 – Company Owner

**Position:** Managing Director

**Job function:**

- Client liaison
- Account keeping and management
- Project management
- Design/Code web sites
- Server set up/Maintenance
- IT Consulting
- Hardware and Software help desk first POC
- Domain name maintenance
- Front end and back end coding (CDROM and web)
- Edit Audio/Video files

## THE WILIAM GROUP

### 2000 – 2001 – Full Time

**Position:** Multimedia Director

**Job function:**

- Design and develop CDROM products
- Design and code websites
- Edit Audio/Video files
- Liaise with clients
- Set up network servers
- Maintain content on several sites

## CREATIVENGINE

### 1999 - 2001 – Full Time

**Position:** Multimedia Director

**Job function:**

- Develop CDROM products
- Design and code websites
- Liaise with clients
- Edit Audio/Video files
- Maintain content on several sites
- IT support

## SOFTWARE / CODING EXPERIENCE - DETAIL

### Experience key

\* Beginner    \*\* Intermediate    \*\*\* Expert

#### UX/UI Design

MS Visio \*\*  
Balsamiq \*\*\*  
Axure \*\*\*  
Invision \*\*\*  
Adobe Experience Design \*\*  
Sketch \*\*\*  
Flinto \*\*\*  
Adobe Creative Cloud 2016 \*\*

#### Web Development

Adobe Dreamweaver CC \*\*\*  
Adobe Contribute CS5 \*\*\*  
Adobe Flash CS5 \*  
Adobe Director 10 \*

#### Online Web Applications

Traction EDM \*\*  
Strongmail EDM \*\*\*  
MailChimp \*\*\*  
ExactTarget \*\*\*  
Salesforce \*  
WebWiz EDM \*\*\*  
Open X banner Advertising \*\*\*

#### Database

MySQL \*  
MS SQL 2003 \*

#### Video Editing/Conversion

AVSMedia editor \*\*  
Adobe Premiere \*\*  
Avidemux \*\*  
iWisoft \*\*

#### Audio Editing

AVSMedia editor \*\*\*  
  
Audacity \*\*\*

#### Operating Systems

Windows 3x, NT 4.0, 95, 98, 2000, XP, 7, 8, 10 \*\*\*  
Windows 2003 Server, 2008R2 server \*\*\*  
UNIX - SCO, Turbo, RedHat \*\*  
Mac 9.0, Mac OSX \*\*

#### Mark Up/Coding

HTML4/5 \*\*\*  
Bootstrap \*\*\*

Google Adwords \*  
Marketo \*\*

### **Web Services/CMS**

IIS 4,5,6 \*\*\*  
PHP 5 \*\*  
SharePoint 2003 \*\*  
Contribute \*\*\*  
WordPress \*\*\*  
RedDot \*  
DNN 6,7 \*\*\*  
Drupal \*  
CQ5 \*

### **Domain Management**

Crazydomains \*\*\*  
MelbourneIT \*\*\*

### **Project Management**

MS Project \*\*

CSS \*\*\*  
JavaScript \*\*\*  
jQuery \*\*\*  
Google, Twitter, Facebook API  
PHP \*\*  
XSLT \*\*  
ASP \*\*  
VBScript \*\*  
Action script \*  
Lingo \*  
AJAX \*  
VB \*  
C \*

## **FORMAL EDUCATION**

### **User Centric Design**

Course date: 2016  
Course provider: MRIT

### **Microsoft Share Point - Advanced Designer**

Course date: 2009  
Course provider: Microsoft

### **Fundamental Guidelines for Usability**

Course date: 2009  
Course provider: Nielsen Norman Group

### **Advanced CSS Course**

Course date: 2008  
Course provider: Dynamic Web Training

### **Advanced Flash**

Course date: 2008  
Course provider: Dynamic Web Training

### **Advanced Flash Action Scripting**

Course date: 2008  
Course provider: Dynamic Web Training

### **Information Architecture**

Course date: 2008  
Course provider: Tactics Consulting

### **Advanced CSS and Advanced Dreamweaver**

Course date: 2006  
Course provider: Dynamic Web Training

### **Interwoven - Team Site Fundamentals**

Course date: 2005

Course date: 2001 – 2002  
Course provider: Martin College

**Multimedia Certificate IV - 3614**

Course date: 1999  
Course provider: Crows Nest TAFE

**Analyst Programmer - 3604**

Course date: 1998 – 1999  
Course provider: Gore Hill TAFE

**HSC**

Course date: 1996/97  
Course provider: Sydney Church of England Grammar School (SHORE)

## REFERENCES

Additional references are available on request.

### **Greg Naimo, CIO, City of Sydney**

“Hamish worked in our Web Services team and was a great contributor to the outcomes at the City. A smart and very professional person to work with who was universally well respected in the organisation. Perceptive to new ideas, very persistent in his execution and a very pleasant and well adjusted person to have in the team.”

*December 21, 2010 – LinkedIn*

### **Abby Andersen, Web Services Coordinator, City of Sydney Council**

“To whom it may concern,

Hamish Beattie worked as a Senior Web Designer for the City of Sydney Council from April 2001 to January 2011.

I found Hamish to have excellent visual design, user experience design, and technical abilities; and to be a reliable and dedicated member of the team. I would have no hesitation in hire him back, or in recommending to you that he be employed.

As a Senior Designer, Hamish was responsible for the complete creative design process on many high profile and heavily trafficked digital projects. From developing a full creative brief with internal clients, concept iterations and final art, frontend coding, through to delivery and launch of the completed project.

His work encompassed Website and mobile site design, EDMs, system interfaces, WordPress skins, JavaScript and Flash interactivity. He was often responsible for overseeing the work of others and for directing third party suppliers.

The City of Sydney is one of the premier councils of Australia, and as such, requires work of the highest standard. Working within a deadline driven team for a demanding and reactive organisation often meant working under pressure. Hamish was able to effectively deliver under difficult circumstances and managed change exceptionally well.

Hamish was an invaluable member of staff and is sorely missed.

Warmest Regards,

Abby Andersen  
Web Services Manager  
[aandersen@cityofsydney.nsw.gov.au](mailto:aandersen@cityofsydney.nsw.gov.au)  
02 9265 9027

*Thursday, 6 January 2011”*