# Daniel Neville

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# Employment

**Origin Energy**
April 2018 - August 2020

Senior Experience Designer

Led the design and strategy on digital journeys and features that help customers to track, understand, and control their energy use

- Focused on the usage sections of the app, lifting task completion by 11%, to be a consistently top performing feature
- Iterating design concepts and prototypes, taking cues from Data Viz and UX best practice methods, to refine and develop direction in an agile team
- Research methods included informal interviews (face to face and over video), usability testing of low and high fidelity prototypes, card sorting activities, online surveys, and contextual inquiries
- Initiated and led design jam and critique sessions; alternating fortnightly with the wider experience team and the Service tribe
- Create future visions of the usage and digital experience to guide direction of the product, bring stakeholders and the wider team along, and to encourage more funding for new streams of work

**Vision Australia**
October 2017 - April 2018

Information Architect
Senior Experience Designer

Providing support for the low vision community, this institution needed a website restructure and an overhaul of their library app

- Conduct research sessions - usability and digital card sorting - with members of the blind and low vision community
- Redesigned the architecture, navigation, and page templates of the primary website
- Overhauled the library app to be accessible for users with a range of vision disabilities

**RMIT Masters of Design**
April 2017 - October 2018

Sessional Lecturer

Taught and tutored Masters of Design students on Data Visualisation, Speculative Design, and User Experience

- Created the curriculum and taught a 12 week course; including class structure, lectures, studio activities, and mentoring
- Tutored an intensive studio course on Infographics and Data Visualisation, liasing with the Sentencing Advisory Council on the source material
- Adapted the curriculum for the infograph course using a different data set and coursework

**Symplicit**

August 2016 - October 2017

Senior Experience Designer

As a practitioner at this UX and innovation consultancy I delivered in-depth research reports, and augmented agile teams for corporate clients

- Supplement multi-disciplinary teams in large organisations in a tactical design role
- Conduct different research methods on various projects such as contextual inquiries, customer interviews, lab based usability testing, and desk research for a range of clients and projects
- Facilitate co-design workshops with users and stakeholders
- Educate clients on Design Thinking methods and Human Centred Design processes

**Stax / Versent**

April 2015 - July 2016

UX Designer

At this startup we created a cloud reporting tool which helps engineers and managers monitor their cost, security, and compliance

- Facilitated co-design workshops with SMEs and stakeholders to research concepts and features
- Iterating through a range of paper prototypes of various fidelities, uncovering further requirements
- Created data-led interactive prototypes of the product, incorporating best practice data visualisation methods
- Lead weekly design activities for the design team creating a shared vocabulary of the product, features, and journeys
- Guided product direction using the Jobs To Be Done framework

**Reflecta**

February - March 2015

UX Designer

**Appster**

August 2013 - October 2014

UX / UI Designer

Workshop Facilitator

**Lookout Mobile**

June 2011 - January 2012

UI Designer

# Education

**Futures Thinking**

SDNow 3
October 2019

Masterclass

**Sensemaking for Impact**

Studio D Radiodurans
October 2019

Masterclass

**Design Research for Product and Service Innovation**

Paper Giant
July 2018

Masterclass

**Digital Design**

University of Canberra
2011 - 2012

Masters

**Theory of Art and Design**

Monash University
2010

Honours

**User Centred Design**

Swinburne University
2008

Graduate Diploma

**Communication Design**

RMIT
2001 - 2005

Undergraduate

# Events

**Prototypes and popcorn**

October 2015 - Current

Meetup organiser

I run, organise, and host a community and industry monthly night that looks at the intersection of design, politics, and systems thinking

- A monthly night of talks about design, with two speakers on a related topic followed by audience participation and conversations
- Curate the topics and speakers as an extension of my design practice
- Themes explored range from complex systems, machine learning, power structures, constraints, gestalt theory, human centred design, and more
- Initially was a movie night, each around a theme using found videos from online
- Created a small community of like minded design practitioners, by providing a convivial atmosphere

**Melbourne Design Festival**

March 2019

Host and organiser

Participating in this annual festival provided an extension for my meetup

- The night critiqued, reflected, and explored some of the problems of human centred design in a societal and environmental context
- Provided an avenue for the industry and general audience to interact and discuss

**Melbourne Service Design**

October 2017

Host and facilitator

I hosted a night of the Service Design Melbourne community

- I organised and facilitated the activities of the night, including conversation prompts and topics that cultivated discussions on the current and future trends of the industry
- Shifted the format away from a single speaker or panel towards a reflective and conversational salon format

**UX Mega Meetup**

August 2016

Committee member

**Melbourne Free University**

July 2013

Course organiser

**Melbourne Museum of Printing**

March 2007 - September 2009

Committee member

Volunteer

# Talks

**Pace layers**

September 2019

UX Group of Melbourne

**Design and the Anthropocene**

November 2018

UX Gatherings

March 2017

Melbourne Geek Night

**Prototypes and Fidelity**

October 2017

UX Group of Melbourne

**Primer on Jobs To Be Done**

June 2018

Origin Lunch n learn

March 2017

Symplicit Academy

**Comics and Storytelling**

October 2016

Elabor8 Lunch and Learn

August 2016

Product Anonymous Camp

**Generative Idenitiy Design**

March 2012

Canberra University

# Samples of work

**Origin Energy**

Energy usage

- Contextual inquiries
- Card sorting
- Landscape review
- Sketch workshops
- Product strategy
- Data visualisation
- User testing



I led the design and strategy for energy usage - helping customers to track, understand, and control their energy use. The design language needed to be clear and consistent, working in scenarios where a quick overview is all that was needed to a more detailed drill down into the data.

**Origin Energy**

Insights engine

- Product strategy
- Data visualisation
- User testing
- Landscape review
- Card sorting
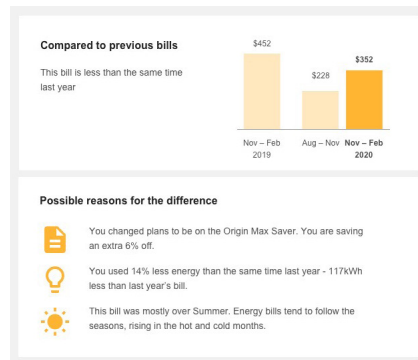


Starting off with the ideas we started off with in usage, we set out to provide customers with explanatory insights to help them better understand what makes up their energy use, and thus their bills.

**Vision Australia**

Library app redesign

- Accessibility testing
- Interaction design
- Interface design



Users of their audio library app ranged the spectrum of vision to low to none. The redesign took cues from ways they navigate the world, from physical prompts to clear wayfinding.

**RMIT Masters of Design**

Designers in the anthropocene

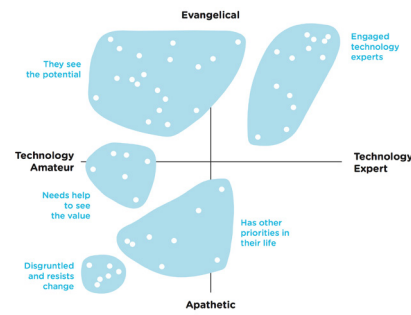- Tutoring and mentoring
- Lecturing
- Curriculum
- Design workshops



I created a unit to help students learn the basics of user experience while reflecting on their role as designers in a continually heating world.

## Symplicit / nbn

### End user personas

- Desk research
- Synthesis
- Personas
- User journeys
- Publication design



Several consultancies had been hired to create personas, lacklustre delivery had prevented each attempt from providing anything meaningful. I was brought on to the project midway, to help revive a stuck process.


## Symplicit / Myki / NTT Data

### Ticketing portal review

- Heuristic review
- Usability lab testing
- Contextual inquiry
- Task journey mapping
- Co-design workshop
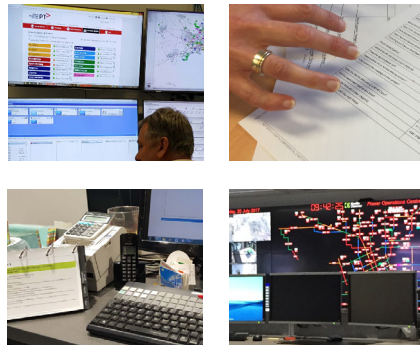


Ancient software was causing a host of interrelated problems for the transport network. A range of research methods helped uncover more than just usability issues for a tool that spans multiple organisations, user types, and needs.


## Versent / Stax

### Cloud insight dashboard

- Co-design workshops
- Jobs To Be Done framework
- Data visualisation
- Product design
- Interactive prototypes
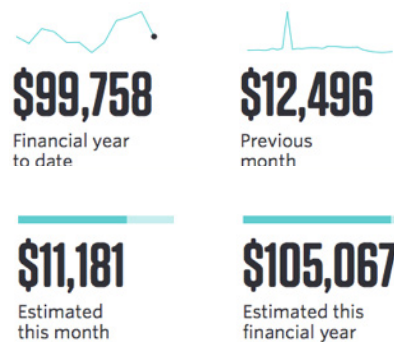


Managers and engineers working on cloud projects find it difficult to have a line of sight across their costs, security, and compliance. An internal project iterated into a product at this startup through a structured design thinking led agile process.


As well as a range of typical UX practices, methods, and outputs across different projects and clients

- Low fidelity prototypes
- User journeys
- Task and screen flows