

Teale Shapcott

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I am a multi disciplinary product owner and designer with a demonstrated experience in driving business value through customer strategy, experience design and innovation. I enjoy using my experience, vision and passion to work collaboratively with teams to deliver online and software experiences that drive business success and growth.

RECENT EXPERIENCE

APRIL 2021 to OCT 2022 **Senior Product Owner & Designer**
WellBe and Moovosity

Designed and implemented digital health and wellbeing products for the Primary Education Sector for an edtech startup company.

- Managed the product process from discovery and ideation through to delivery and ongoing reporting.
- Implemented a methodical process during customer discovery to directly determine customer needs and wants.
- Backlog management, iteration planning and elaboration of user stories within a DevOps environment for offshore Agile engineering teams.
- Priorisation of product features within scope, budget and time.
- Development of a Design System within Figma to rapidly develop user interface designs across 3x different products.
- Developed and drove go-to-market product strategies.
- Established a continuous improvement agenda, defining high level objectives and translating into practical implementation strategies.
- Design and management of two websites: www.wellbeplatform.com & www.moovosity.com.au

AUG 2020 to MAR 2021 **Senior Manager Web**
Credit Union Australia // Brisbane, QLD

Leading the implementation the CUA website strategy and roadmap to enhance digital capability to create value for the business, customers and members.

- Designed and developed a customer outcomes focused Website Roadmap that embraced uncertainty without setting unrealistic deadlines.
- Socialised and iteratively improved the Roadmap in consultation with Digital peers and product stakeholders.
- Conducted a comprehensive website audit of over 700 pages in preparation for rebranding of the website within ambitious timeframes.
- Established an SEO Working Group to collaborate on improving organic traffic to the website increase unpaid lead generation.

JAN 2018 to AUG 2020 **Senior User Experience & Research Manager**
Credit Union Australia // Brisbane, QLD

Design manager for a team of eight, responsible for the digital transformation for Credit Union Australia across multiple projects, processes and people.

- Developed and initiated the use of a design system using Sketch and Abstract to ensure consistency in design deliverables across digital channels.
- Recruitment, mentoring and coaching of Visual Designers and Senior UX Designers.
- Drove the adoption of Customer Journey Mapping, Empathy Maps and Competitive Analysis to highlight points of improvement in mobile and digital member journeys and foster a member centric approach to digital projects.
- Achieved a 25-120% increases in online memberships with UX improvements arising from UX research and data analysis.
- Reduced time for branch staff to process a new membership applications from 40 minutes to less than 5 minutes via service design practices.
- Worked collaboratively with senior digital leadership team to define FY21 release plans for CUA's digital transformation.

EDUCATION

Diploma of Workplace Coaching
Current // Open Door Coaching

User Research Best Methods
2022 // Interaction Design Foundation

Conducting Usability Testing
2022 // Interaction Design Foundation

Cert IV Workplace Coaching
2015 // Open Door Coaching

Iteration Management
2013 // Suncorp & QUT

Writing for the Web
2013 // 4 Syllables

Visual Thinking & Sketch Noting
2012 // UX Australia

Agile Development
2008 // Suncorp & Agile Academy

Diploma of Business
2007 // Wide Bay TAFE

Diploma of System Design
2007 // Wide Bay TAFE

Bachelor of Science (Psychology)
1997 // USQ

DESIGN PORTFOLIO

<http://www.tealeux.com>

SKILLS

Visual Design

UX Testing

Agile Project Management

Lean Principles

UX Research

Interaction Design

UX Strategy

Information Design

Agile Coaching

Inclusive Design

Data Driven Design

ADDITIONAL EXPERIENCE

SEP 2014 to
DEC 2017

User Experience Team Manager

Youi Insurance // Sunshine Coast, QLD

Established and developed a user focused design team to deliver high quality user interface designs for internal and external systems.

- Implemented an insights driven, evidence based, user centred design methodology.
- Developed and initiated the use of Design Core Skills Matrix to measure the skill levels of UX team members to identify opportunities for career / skill development.
- Recruitment, mentoring and coaching staff within IT to reach career goals.
- Providing expert design consultancy for ExCo and Business Stakeholders for the development and improvement of Quoting Systems, Policy Amendment Systems, Telephony Systems, External Online Quoting Tools.
- Usability testing and design improvements for internal systems to ensure optimal systems leading to increased productivity and reduced processing errors.

SEP 2011 to
AUG 2014

Service Delivery Lead

Suncorp Group // Brisbane, QLD

Design lead for a team of four, responsible for the strategic redesign of a Group wide Services Intranet to support the work activities of 16,000 staff.

- Drove the adoption of a more user centric Intranet Content
- Strategy to ensure content was useful and engaging for staff. This resulted in a 200% increase in content usage over a 12 months.
- Trained and mentored a team of 23 Content Authors to design and deliver functional content within a Sharepoint 2010 environment.
- Engaged and negotiated with difficult stakeholders by designing detailed, interactive wireframes of the proposed Intranet screens and states
- Mentored Business Analysts and System Analysts to use Lean techniques to redesign and streamline Real Estate, Procurement and Technology back office processes.

JAN 2007 to
SEP 2011

Design Lead

Suncorp Group // Brisbane, QLD

Responsible for the delivery of high quality user interface designs utilising research, design & evaluation techniques within an agile environment that focused on delivering high business value and risk mitigation.

- Instigated and encouraged the use of Agile parallel track development to improve iterative design and cross team collaboration
- Established and maintained effective working relationships with business stakeholders, business analysts, Java Development teams, application testing teams, solution delivery teams and end-users.
- Mentored and trained IT Graduates within the Suncorp Graduate Program to adopt user focused design and development approaches.

JAN 2010 to
APR 2014

Freelance Consulting

Teale Shapcott // Brisbane, QLD

Freelance consulting, photography, graphic design, website design and development and social media community management.

- Designed, developed and managed new online presence for Ramada Couran Cove, Alma Park Zoo and Aylwards Dog School.
- Achieved a 250% increase in social engagement on the Alma Park Zoo Socials.
- Achieved 180% increase in experience bookings for Alma Park Zoo via user research, improvements to customer service delivery and improved online functionality to support service delivery.
- Lead and mentored Couran Cove team to develop online content copywriting skillsets.
- Achieved a 300% increase in business for Aylwards Dog School via redevelopment of their website, creation and management of social media channels.
- Professional photography and graphic design services for all projects.

TOOLKIT



PUBLIC SPEAKING

Suncorp's Intranet Jungle

2013 // Intranet Leadership Forum

Combining Lean, Usability & Agile

2012 // UX Australia

Embedding Usability into your designs

2008 // Brisbane Web Design Group

Agile is from Mars, Usability is from Venus

2008 // Brisbane Web Design Group

From disordered to managed usability in an Agile Environment

2008 // Web Directions

INTERESTS

Photography

Photographer for 15 years, specialising in landscapes, animals and nightscapes

Dog Training

Professional dog trainer for 21 years in the fields of obedience, herding, tracking, scent detection and personal protection training. Currently competing dogs in scent detection sports

Cycling

Commenced cycling in 2015 with a cyclo cross bike. I ride for fitness and to also participate in charity rides.

Strength training

Commenced strength training in 2017 for general health and wellbeing, but to also improve performance in cycling.

REFERENCES

Available upon request.