

Teale Shapcott

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Product Owner with expertise in business analysis, UX design, agile methodologies, and workplace coaching. A Certified CSPO, coach, and Agile facilitator with a proven track record of delivering user-centric solutions, improving team efficiency, and driving product success through scalable design systems and continuous improvement.

RECENT EXPERIENCE

NOV 2021 to
DEC 2024 **Product Owner**
Patient Zero // Brisbane

Combined UX expertise, coaching, agile leadership, and communication skills to drive project success and foster cross-team collaboration

- Achieved a 30% increase in team efficiency by refining business requirements and establishing clear acceptance criteria.
- Enhanced quality assurance and bug resolution processes by utilising Azure DevOps Test Plans and well-defined GWT acceptance criteria.
- Improved design delivery by transitioning the client-side UI team from Sketch to Figma, which enhanced both the clarity and speed of the UI design process.
- Promoted a culture of ongoing learning and improvement by conducting effective sprint retrospectives that facilitated continuous improvement.
- Mitigated risks associated with yearly product releases by improving the product backlog and focusing the team on achieving a more frequent release cadence of 3-4 months.
- Accelerated delivery by guiding the development team in identifying and building reusable components, significantly increasing development speed.

 www.tealeux.com | Case Study | Holistic Student Care

APR 2021 to
OCT 2022 **Product Owner**
WellBe and Moovosity // Brisbane

Designed and delivered three new digital health and wellbeing products for the Primary Education Sector and after-hours school Care for a startup company.

- Implemented a user-centred discovery process to ensure product strategies aligned with customer needs.
- Developed product roadmaps from the product vision to align development activities with business goals and identified customer needs.
- Established product backlogs and managed delivery with contracted a contracted agile development team using Azure DevOps.
- Developed a unified Design System in Figma to maintain consistent user interfaces across multiple products.
- Executed go-to-market strategies and established a framework for continuous improvement.
- Designed and maintained company websites, enhancing digital presence and user engagement.

 www.tealeux.com | Case Studies | Wellbeing App + EduTech Startup

AUG 2020 to
MAR 2021 **Senior Manager Web (Product Owner)**
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.

EDUCATION

Diploma of Workplace Coaching
Current // Open Door Coaching

Certified Scrum Product Owner
2024 // Scrum Alliance

Certified Agile Facilitator
2024 // Scrum Alliance

Cert IV Workplace Coaching
2015 // Open Door Coaching

Diploma of Business
2007 // Wide Bay TAFE

**Diploma of Information
Technology**
2007 // Wide Bay TAFE

Bachelor of Science (Psych)
1997 // USQ

SKILLS

Stakeholder Engagement

Experienced in fostering lasting relationships through collaboration, achieving high stakeholder satisfaction, and building trust for sustainable partnerships.

Agile Leadership

Skilled in applying Agile methodologies, facilitating sprints, fostering collaboration, and ensuring iterative delivery of high-value, customer-centric solutions.

Backlog Management

Proficient in prioritising and refining backlogs, aligning with business goals, ensuring clarity, and driving efficient delivery of high-value features.

Remote Working

Experienced in managing remote teams, fostering collaboration, ensuring alignment, leveraging tools, and driving productivity in distributed work environments.

PORTFOLIO

A selection of Product Owner & UX Design Case Studies available at: www.tealeux.com

ADDITIONAL EXPERIENCE

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.

- Established a Design System for consistent and efficient digital deliverables.
- Recruited, mentored, and coached UI and UX designers to build a high-performing team.
- Enhanced customer experiences using journey mapping, empathy mapping, and competitive analysis.
- Achieved 25–120% growth in online memberships and reduced branch application processing times by 87%.
- Collaborated with senior leadership to plan and execute CUA's FY21 Digital Transformation roadmap.

 www.tealeux.com | Case Studies | New Bank Accounts

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.

 www.tealeux.com | Case Studies | Online Quotes, Staff Productivity

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.
- 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 in use Lean techniques to redesign and streamline 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.

TOOLKIT

Sharepoint Confluence JIRA
Trello Azure DevOps Slack
Microsoft Teams Zoom MIRO
Mural Figma Sketch
Adobe XD Photoshop Illustrator

MICRO CREDENTIALS

User Research Best Methods

2022 // Interaction Design Foundation

Conducting Usability Testing

2022 // Interaction Design Foundation

Iteration Management

2013 // Suncorp & QUT

Writing for the Web

2013 // 4 Syllables

Visual Thinking & Sketch Noting

2012 // UX Australia

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

REFERENCES

Available upon request.