

Charmaine Kemister-Sheppard

Senior Product Designer

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Profile

A collaborator at heart, my focus is my obsession; working in cross-functional teams to create beautiful digital and product experiences that function with purpose and people love to use.

Outside of work I'm building pillow forts, soaking up the sun and creating memories with my little family.

Skills

Hard

User research + synthesis

Journey mapping

User flows

Design thinking

Low-fidelity sketches

High-fidelity design

Information Architecture

Wireframing

Rapid prototyping

Design Systems

Soft

Curiosity

Team player

Critical thinking

Detail-oriented

Over communication

Empathy

Experience

Senior Product Designer

Reejig | Remote, Brisbane, AU | Feb 2022 - Late Jun 2022

- Collaborate in multidisciplinary teams designing end-to-end intuitive experiences for administration and user management, whilst supporting the implementation of Reejig 2.0.
- Facilitated and drove collaborative sessions with product managers, engineers, and stakeholders early in the experimentation phase.
 - Champion Reejig customers, leveraging feedback, insights and data to inform tangible design solutions while balancing business needs.
 - Evaluate existing designs through detailed user flows; mapping user's movements, behaviours and interactions to help determine usability gaps, pain points and areas of improvement.
 - Produced solid design experiences, prototypes and documentation to effectively communicate conceptual ideas and design rationale.
 - Helped to establish Reejig's design system and design principals liaising with the external contractor to provide feedback while advocating for accessibility best practices and needs.

Senior Product Designer

Skedulo | Hybrid, Brisbane, AU | Aug 2021 - Feb 2022

- Led an internal UX audit of the Healthcare product offering to help inform the company's strategy and roadmap, while solving complex scheduling problems for patient centric availability, rostering and group bookings.
- Worked closely with the research team to conduct internal interviews with subject-matter experts to better understand the existing Healthcare product and how it was shaped.
 - Evaluate existing Healthcare product by mapping user flows of each console to identify usability gaps, pain points and areas of improvement.
 - UX audit documentation to effectively communicate research findings including console features and functions, console overlaps, pattern inconsistencies and recommendations for improvements.
 - Collaborate cross-functionally with customer success, solution architects and engineering to deliver thoughtful experiences that balance user needs, business objectives and technical constraints.
 - Contributed to the improvement of onboarding new Skedulo team members into the product and allowing them to experience it as a first time user.

Tools

Pen + Paper
Sketch / Figma
Abstract
Zeplin
Chameleon
Dovetail
Full Story
Miro / Whimsical
Adobe CC
Basic HTML + CSS
Coffee

Education

Cert III Visual Communication

Design College Australia
| Jul 2013 - Dec 2013

Diploma of Graphic Design

Sunshine Coast Tafe
| Feb 2008 - Dec 2009

Experience continued

Senior Product Designer

Tiny Technologies Inc | Remote, Brisbane, AU | Apr 2020 - Aug 2021

As an integral member of the Tiny design team, I worked closely with leadership, marketing, product and engineering across the brand and product experiences to reposition Tiny as the clear market leader in the content creation space.

- Spearhead the design-led overhaul of Tiny’s brand and digital experience launched in early 2021.
- Worked closely in multidisciplinary squads with product managers, engineers, and stakeholders.
- Supported research efforts throughout planning, facilitation and analysis stages via initial discussion guides, usability testing and reporting on the trending observations.
- Establish and maintained Tiny’s website and evolving product design systems within Sketch/Abstract and Zeplin.

Brand + UI/UX Consultant

Paper Meets Pixel | Remote, Brisbane, AU | Oct 2015 - Apr 2020

Delivered meaningful and delightful meticulously designed brand and digital experiences for various clients across healthcare, software, entertainment and retail industries on a contract basis.

- **Bupa Health Insurance**
Working closely with Bupa’s Experience Design Team, I designed, wireframed and prototyped a new healthcare cover comparison tool to be integrated into the existing MyBupa customer interface.
- **Booking Boss**
Analysis of the existing POS booking platform, product-redesign and development of design system foundations. Improved booking times by 54.1% and increased the number of tickets purchased in one transaction from 4 to 6 on average.

Senior Designer

Follow Agency | Brisbane, AU | May 2015 - Sep 2015

Produced engaging brands, digital products and marketing campaigns for various agency clients in hospitality and retail. Implemented design standards, structures and processes while mentoring design team members.

Digital Designer

Wotif/Expedia | Brisbane, AU | Sep 2012 - Apr 2015

Graphic Designer

Mediamojo | Sunshine Coast, AU | Jul 2010 - Sep 2012

Freelance Designer

Various Clients | Sunshine Coast, AU | Jan 2010 - Jul 2010