

# JADE MALLETT

Senior UX UI Designer

 jady.lady87@gmail.com

 [www.jademallett.com](http://www.jademallett.com)

 Gold Coast, Australia

 0435900990

## EDUCATION

### Art Direction & Graphic Design

2007 - 2010

### Web Application Development

2010 - 2011

## SKILLS

- User Research & Experience
- Wireframes & Prototypes
- UI & Visual Design
- Journey maps & Userflows
- UI Animations
- Brand & Illustrations
- Agile Method, Scrum
- Html & CSS (basic)
- Google Analytics
- Google Tag Manager
- Scrum Master
- Presentation slides

## ABOUT ME

I'm a Senior UX/UI Designer with 10 years of experience. I am driven by a passion for crafting user-friendly digital experiences that connect people with technology in a meaningful way. I find satisfaction in translating user research and data-driven insights into intuitive, accessible solutions that improve usability and business outcomes. I approach design with empathy, always considering the diverse ways people process information. My goal is to create experiences that are not only functional and beautiful, but also reduce stress and inspire confidence at every touchpoint.

## EXPERIENCE TIMELINE

- Jul 2025 - Apr 2026  
Senior UX UI Designer | Zarraffa's Coffee
- Jul 2023 - Feb 2025  
Senior UX UI Designer | Gold Coast Health
- Jan 2022 - May 2023  
Senior UX UI Designer | Fief Protocol
- Nov 2021 - Dec 2021  
Senior UX UI Designer | Sherpa Cash
- Feb 2019 - Nov 2021  
Took time off to have children
- Aug 2018 - Dec 2018  
Senior UX Researcher | Isobar, Cbus
- Apr 2018 - Jul 2018  
Senior UX UI Design | Avanade, Carlton United Breweries
- Sep 2017 - Mar 2018  
Senior UX UI Design | Kudoo
- Jul 2016 - Aug 2017  
Lead UX UI Design | Cengage
- Jun 2014 - Jul 2016  
UX UI Design | ImPOS

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- Microsoft Suite
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- Maze
- Usability Hub
- Lookback
- Whimsical

## WORK EXPERIENCE

Senior UX UI Design

Jul 2025 - Apr 2026

### Zarraffas HQ | Eagleby

Zarraffas is a franchise QSR with a focus on premium coffee for customers who are on the go with a high standard for coffee quality.

### Mobile 2.0 Redesign - Order & pay

#### Role Overview

To discover and define key flows for the Zarraffa's IOS mobile app 2.0 project, design a new mobile application with a modern interface prioritising customer experience best practices. This app will allow customers to view the menu, add items to their order, and pay before they arrive at the store. Customers can retrieve their orders by providing their order number upon arrival.

#### Key Contributions

Native Mobile App 2.0 - Order & Pay


- I led UX discovery and end-to-end design of the Zarraffa's native mobile App 2.0, introducing a new Order & Pay functionality within a strict launch timeframe.
- Conducted cross-functional stakeholder interviews across Operations, Marketing, Research & Design, Franchisees, and IT to define business requirements, operational constraints, and customer expectations within the QSR environment.
- Synthesised research insights to define core user tasks, system requirements, and mobile experience priorities specific to the QSR industry.
- Created comprehensive app wireflows to visualise key customer journeys and streamline the ideation phase, accelerating alignment across disciplines.
- Facilitated collaborative wireflow reviews with core stakeholders to iterate, define the mobile architecture, and secure functional sign-off.
- Designed and established the Zarraffa's mobile design system from the ground up to ensure scalability, consistency, and efficient design-to-development handover.
- Partnered closely with Marketing to evolve the brand's digital expression, including an enhanced colour palette and custom mobile illustrations aligned with Zarraffa's personality and values.
- Developed interactive prototypes to effectively communicate in-app behaviours, micro-interactions, and transactional flows to stakeholders and developers.
- Tested key app flows using the interactive prototype with various employees within the organisation to validate app navigation and visual language clarity.
- Started and defined the Zarraffa's Digital platforms Design System, which consisted of reusable mobile app components and created variable design tokens for all brand components, things like typography, colours, icons, spacing, and border-radius.

#### Impact

Designed a mobile app for customers that aligns with the QSR industry. The app features conventional navigation, driven by SME feedback and collaboration to define key user tasks and requirements.

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## WORK EXPERIENCE

Senior UX Researcher

Nov 2024 - Feb 2025

### Gold Coast Health | Gold Coast

Gold Coast Health is the public healthcare provider for hospitals and community services across the Gold Coast.

#### Public website redesign - discovery phase

##### Role Overview

I was asked to lead the discovery phase for the redesign of Gold Coast Health's public-facing website, ensuring alignment between business needs and user expectations.

##### Key Contributions


- Stakeholder & User Research: I conducted in-depth interviews with 42 stakeholders, decision-makers and content owners to define key objectives. We partnered with Griffith University students to recruit participants for user surveys, ensuring a data-driven approach. We spoke to Queensland Health to leverage their recent research initiative for creating CMS templates for health websites across Queensland. We were able to leverage their key personas to help us screen users for our user interviews. With limited time constraints, we spoke to 5 users per persona, ensuring we had a better idea of user needs and main tasks when accessing the website.
- Data Analysis & Industry Research: Performed desktop research on health industry standards and analysed Google Analytics data to identify user behaviours and engagement patterns.
- Usability & Experience Evaluation: Conducted usability testing to assess the current website's effectiveness and identify bottlenecks in the user journey. We tested the current navigation with a tree testing method to improve content navigation.
- Synthesis & Insights: Used thematic analysis to cluster findings and define insights that informed design decisions and strategic recommendations.
- Presentation & Stakeholder Alignment: Delivered key research insights and next-step recommendations to stakeholders, shaping the direction of the redesign.

##### Impact

I delivered research-backed insights that informed eight key recommendations, primarily focused on tailoring content to critical stages of the patient journey, from pre-appointment to discharge. We emphasised the urgent need to streamline appointment management, helping reduce high call volumes to the Switchboard and improving patient satisfaction by addressing common pain points.


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## WORK EXPERIENCE

Senior UX UI Design

Jul 2023 - Nov 2024

### Gold Coast Health | Gold Coast

Gold Coast Health is the public healthcare provider for hospitals and community services across the Gold Coast.

### Intranet Redesign

#### Role Overview

I was hired to lead the UX/UI design for the intranet redesign, focusing on improving usability, content discoverability, and information reliability. The project involved migrating content from Joomla CMS to Sanity CMS using a "lift and shift" approach while enhancing the overall user experience.

#### Key Contributions

- User Research & Data Analysis: I reviewed past research and conducted additional desktop research to understand best practices for content-heavy healthcare intranets. To learn user behaviour and collect measurable data I analysed Google Analytics to identify homepage interactions, top-visited pages, and frequently accessed documents. I interviewed clinicians and administrators from various disciplines within the organisation to gain a better understanding of user needs, daily frustrations, and key motivators.
- Design: From research insights, I defined key CMS content templates to support publishers in content creation on the Intranet. By collaborating closely with clinicians and non-clinicians through iterative feedback loops, I developed responsive wireframes and prototypes from the initial ideation phase to the final concepts.
- Usability: To ensure our new design was intuitive and an improved experience, I conducted task analysis testing to analyse the time taken to complete a task, error rates on key tasks and CSAT score success metrics to refine product efficiency.
- Collaboration & Implementation: I worked closely with content strategists, developers, and stakeholders to align the design with business needs and user expectations. Overseeing the UX strategy and design from early stages through to quality testing during the development phase.
- Agile Scrum: We worked in 2-week sprints. I worked closely with the product owner to help refine the product backlog and user stories.

#### Impact

With a high success rate, I improved content discoverability by introducing a personalisation 'save' feature, allowing users to save content to their homepage. We enhanced usability by implementing a data-driven navigation structure, which improved efficiency for clinicians and administrative staff in completing their daily tasks. I developed structured and optimised CMS content templates for content owners and publishers to seamlessly update and create content best suited for their discipline.

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## WORK EXPERIENCE

Senior UX UI

Jan 2022 - May 2023

### Fief Protocol | Remote (US Based Company)

Fief Finance is a GameFi marketplace that sells NFT assets for GameFi apps. They offer various other services, including staking tokens and a blockchain network dedicated to gaming and trading in the metaverse.

#### Overview

As Senior UX Designer within the product team, I was responsible for defining user flows and designing web app features, including the NFT marketplace, the purchase flow from Web 3 wallets and account creation to enhance the platform's usability.

#### Key contributions


- Stakeholder & user research: Leveraging the Web3-native community on Discord, I built a loyal user base with GameFi enthusiasts and recruited participants for user interviews and surveys. This helped us identify who the main users of our site are, what their main goals are, and what motivates them.
- Market research: I researched market leaders like Axie Infinity to identify key opportunities and challenges with key competitors.
- Usability testing: To validate concept userflows and prototypes, I submitted unmoderated task-based navigation tests using Playbook UX to record the sessions.
- Design: I developed wireframes to enhance functionality and validate user flows for stakeholder approval. High-fidelity prototypes were created to visualise the final concept for usability testing.

#### Impact

- NFT Marketplace – Designed and optimised the purchase process to ensure seamless transactions.
- Account Creation & Web3 Wallet Interactions – Improved the onboarding experience and wallet connectivity.
- Token Staking & Liquidity Pools – Developed intuitive staking flows for crypto assets.

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## WORK EXPERIENCE

Senior UX UI

Nov 2021 - Dec 2021

### Sherpa Cash | Remote

Sherpa Cash is a Web 3 privacy Dapp designed for the Avalanche blockchain, offering the Avalanche community a secure and anonymous way to transfer assets without being tracked.

#### Overview

As the Senior UX UI designer within a small team, my main responsibilities included research and design for the marketing website and brand creation and implementation.

#### Key contributions


- User research: Sherpa had a large following on Discord, I collected user needs and main goals through the process of surveys.
- Usability testing: Unmoderated card sorting methods were used to confirm the hierarchy of information and taxonomy for the website. A/B tests were used to refine the design layout.
- Design: A responsive marketing website design mockup.
- Brand strategy and implementation: Competitor analysis helped identify the industry trends. I created the logo, established the company's branding, and implemented a comprehensive design system to streamline design consistency and efficiency.

#### Impact

- A successful marketing website seamless to navigate with clear 'Call to action' prompts for app sign up.
- Account creation and onboarding
- Effective branding, A/B tested and chosen by the community.


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## WORK EXPERIENCE

Senior UX Researcher

Aug 2018 - Dec 2018

### Isobar, Cbus Super | Melbourne

Cbus Superannuation enlisted the services of Isobar, a digital agency, to support its CX department to help identify the drop off of users transitioning into retirement.

#### Overview

As the Senior UX Researcher working alongside a team of Service Designers, I played a crucial role in facilitating user research and design thinking workshops.

#### Key contributions


- Stakeholder research: We began our research by organising stakeholder workshops where we spoke to key members from different teams, finance, customer support, marketing, sales and executives. This helped us learn the parameters of the project and key business needs. We identified the need to retain retirees as members after they transition into retirement.
- User research: With a better understanding of the project we had a research goal. We interviewed 12 participants per persona (Low balance entering retirement | High balance entering retirement | Voluntary retirement | Involuntary retirement)
- Synthesis & analysis: Working with Cbus we analysed the data using methods like affinity clustering, empathy maps to refine personas and user journey maps to identify any gaps in the flow. We updated the existing service blueprint with findings.
- Co-design workshops: Taking our insights from research, we facilitated workshops to help solidify key concepts. We used methods like 'How Might We' statements and storyboards followed by Dot voting to agree on final concepts.
- Usability testing: We tested our final concepts in a second round of interviews to gauge desirability. Testing methods like card sorting for appropriate taxonomies task analysis.

#### Impact

- We defined key personas as a clear priority for Cbus.
- We identified bottlenecks at various touchpoints in the user journey and helped improve the users expected paths.
- We defined key concepts to help Cbus improve their member community program so that they can support members in this vulnerable time in their lives, things like tailored information for members considering their retirement status, jargon-free communication and a community hub where members can access events, tips, resources and realtime responses from the support team.

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## WORK EXPERIENCE

Senior UX UI Designer

Apr 2018 - Jul 2018

### Avanade, Carlton United Breweries | Melbourne

CUB enlisted the services of Avanade, a digital agency, to help define the solution for a vendor loyalty program.

#### Overview

As a Senior UX/UI Designer and mentor to a junior designer, I was hired to identify why vendors don't pay their bills on time. CUB faced a high percentage of overdue invoices with vendors throughout the year, causing disruptions in the supply chain and inventory department.

#### Key contributions


- Stakeholder: We spoke to various teams at CUB to learn the frustrations and implications for vendor late payments. We discovered pain points from multiple departments within CUB. Cashflow issues, stock shortages and increased operational costs.
- User research: I led in-depth user research to uncover user needs and pain points. This research helped us define clear personas and identify key challenges faced by vendors struggling to pay their invoices on time. Vendors were receiving incorrect invoices, and the process to report these discrepancies took over two weeks to solve with the CUB support team. In our research, we discovered that managers were time poor and when faced with invoice discrepancies, this deterred the task to a low priority causing late payments.
- Data analysis: To gain a comprehensive understanding of the end-to-end process, we developed user flows and journey maps, allowing us to pinpoint inconsistencies and friction points at every stage.
- Usability: We validated all wireframe concept designs with existing bottle store and bar managers to refine the experience.
- Design: Using the existing design system I created new feature designs and updated the component library to contain any new UI components.

#### Impact

We identified gaps in the payment process and improved the flow with guided steps throughout the payment journey. We set up early signup incentives by offering a direct debit loyalty program to all vendors with an additional discount on allocated stock. We implemented an easy-access invoice discrepancy form in the vendor portal to help support vendors in their busy lives.


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## WORK EXPERIENCE

Senior UX UI

Sep 2017 - Mar 2018

### Kudoo Cloud | Melbourne

Kudoo Cloud is a pre-launch startup offering a responsive web app designed to deliver financial solutions for contractors in professional services.

#### Overview

As the Senior UX Designer in a small product team, my primary role was to identify the industry standards and expectations for an accounting solution, determine who would be using the product and define a design for the solution. Our main goal was to define a product that is easy to set up, define charged services and invoice clients.

#### Key contributions


- Stakeholder workshops: The solution architect, the founder, and I worked through key requirements for this project. Together, we defined the core purpose of this product, product constraints like time and budget and who should be our main users.
- Market research: After learning the business needs and product scope, I defined main features and missed opportunities when looking into key competitors and industry leaders like Xero and QuickBooks, using methods like SWOT analysis to visualise and compare the market.
- User research: Keeping in mind the limited budget, I sent out user surveys to learn the needs of contractors who are looking for an alternative to the market leaders. We discovered that there was a need for a simple, easy to learn invoicing app. Contractors didn't have the time to learn complex systems or wanted to pay a large fee for the service.
- Strategy & Planning: Collaborating closely with the Solution Architect, we developed a strategic roadmap and set milestones to guide product development, focusing on MVP for launch and prioritising features for the ultimate product outcome.
- Branding: I was responsible for designing the branding, marketing website, and web app. I defined and maintained the design system for all digital products to streamline the design changes and development consistency.

#### Impact

- A responsive web app for contractors focusing on key user tasks, including account creation, setup and onboarding.
- A dashboard for contractors to effectively analyse and track upcoming and overdue payments to support their self-managed services.

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## WORK EXPERIENCE

Lead UX UI

Jul 2016 - Aug 2017

### Cengage | Melbourne

Cengage is a publisher that specialises in creating educational materials for students in primary, secondary, and tertiary levels of education.

As the Lead UX designer, I managed the UX for multiple projects for the Digital Platforms Department within the company.

#### NelsonNet eReader Overview

The business upgraded their e-learning eReader by purchasing an 'Out of the box' eReader solution. The Nelsonnet eReader is a responsive web app, IOS and Android application used in the classroom to track progress, collaboration and note taking between teachers and students.

#### Key contributions

- User research: Through user interviews with teachers and students, I gained insight into their current challenges and requirements, which helped establish the necessary features for the app. Students struggled to keep up with the teacher in class because the eReader was slow and hard to navigate.
- Usability testing: To identify key tasks and validate the user flow and visual language for the app, I underwent a round of task analysis testing, A/B testing and card sort activities, which helped to refine the usability for the final concepts.
- Implementation: I worked closely with the off-shore development team and in-house testers to ensure the product met design standards and expectations.
- Design: I created and updated the design system to streamline design productivity and consistency across all applications.

#### Impact

- We created a seamless and responsive eReader which significantly improved the student-teacher collaboration through 2 way communication channels.
- Student note-taking tools are quick to find and use for effective for follow-along exercises in the classroom.
- On the teacher dashboard, teachers can easily review and manage all communication from students in real time.

#### Author Tool Overview

- The Author Tool is a product created by our department to aid publishers and editors in collaboration. The publishing process is timely and communication is broken resulting in delays for published book.

#### Key contributions


- Research: I conducted interviews with authors and editors to gain insight into their collaboration goals and challenges when working on a book. Authors and editors work on multiple projects at a time so managing tasks and communication between different projects resulted in a 4 day response rate per project.
- Analysis: Defined user journey to streamline the different phases between writers and authors. I identified a lack of transparency for tasks in 'draft' which were neglected and overlooked.
- Wireframe: I mocked up key userflows using wireframes to test with key stakeholders. Resulting in a refined concept to present to decision maker stakeholders.

#### Impact

- I compiled a UX plan to present to the head of the department with research findings and suggestions for the next steps forward.


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## WORK EXPERIENCE

UX UI

Jun 2014 - Jul 2016

### ImPOS | Melbourne

This is a legacy Point of Sale software company specialised in the hospitality industry. ImPOS identified the need for a cloud-based SaaS product accessible on IOS and Android to small cafe owners who need to setup a POS and start service within a day.

#### Overview

As a junior UX designer working alongside a senior UX designer, we had the task of designing a POS cloud-based solution for small cafe owners to quickly sign up, add staff accounts, set up their menu, connect hardware and begin service.

#### Key contributions

- Stakeholder interviews: We spoke to various team members within the business to help identify business goals and current customer feedback.
- Research: We interviewed cafe owners to learn key goals when taking orders and processing payments. We conducted Field Studies to gain insights into the behaviour and environment of cafe owners.
- Analysis: Through defining personas, we effectively mapped out the user journeys, allowing us to prioritise the features backlog. I defined interactive prototypes for the features I was assigned.
- Usability: We tested designs, from wireframes to final concepts with cafe owners. Our intuitive onboarding process for new users and made changes to refine the overall experience.
- Design: I set up a design system for all components and branding to help create consistency across all digital products.

#### Impact

- A seamless onboarding process to ensure a quick signup and setup so that cafe owners can begin using the product instantly.
- An efficient account creation and role setup for managers and staff.
- We created a Cloud based POS solution for small cafe owners to take orders and payments efficiently.
- We designed a robust 'refunds' user journey to help improve the time to perform the task during a busy time of day, to prevent frustrated customers.
- An intuitive reporting feature to help cafe owners and managers to do reconciliation easily.