



FELICITY MULHALL

EXPERIENCE DESIGNER

ABOUT ME




I am an Experience Designer evolved from years of practical experience applying user centered design, lean and agile principles. I am adept at creating new solutions and designing user, customer and service improvements. I am practiced at asking the difficult questions, listening to the answer, whilst reflecting on my own views and biases.

Brainstorming, strategizing, sketching, wire framing, prototyping, mocking, designing, defining and refining keeps me busy and I'm quick at producing prototypes to bring designs to life for user testing. I have proven experience in the development and facilitation of learning materials, presentations, workshops and stakeholder engagement.

With the head of a product owner and the heart of a designer, I am skilled at dissecting and looking at problems from many different angles converting them into methodical formats. Data is one of my passions, my abilities are; collecting, synthesising, prioritising, organising and pulling key insights.

PORTFOLIO & CONTACTS

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SKILLS

UX DESIGN

- Research techniques; Qualitative and Quantative
- Ethnography & Discovery
- Persona & scenario creation, role playing
- Product, Interaction & Interface design
- Information architecture
- Usability testing and reporting

SOFTWARE

- Balsamiq, Axure, Sketch
- Adobe creative suite

PRODUCT MANAGEMENT

- Comparative and data analysis
- Creation and management of product roadmaps
- Full product lifecycle
- Customer and market research
- Concept visualisation and communication

- Powerpoint & Keynote
- Understanding of HTML5/CSS

PROFESSIONAL EXPERIENCE

UX DESIGN | ASSOCIATE LECTURER

DIGITAL PRODUCT MANAGEMENT | UX DESIGN TEACHING ASSOCIATE

General Assembly, Melbourne

December 2015 - Present

General Assembly is an innovative educational institution, specialising in technology & business related subjects. It provides a global community while also helping professional people transition to new careers or up-skill. There are 18 General Assembly campuses worldwide (US, Europe, Asia, and Australia).

I teach end-to-end user experience processes and methodologies including research, prototyping and testing techniques. I am responsible for the UX educational experience, student management and mentorship. I prepare and organise lectures and create project briefs for the course. I facilitate a pro-empathy, collaborative and creative classroom community. I am active in developing strategic partnerships with industry leaders, introducing guest lecturers and facilitating mini-hacks.

My role is a combination of direct instruction, the facilitation of understanding using collaborative discussion and coaching performance. I create, design and facilitate workshops, programs and courses crafted to meet the needs of diverse students, through active participation and empowerment.

UX & PRODUCT DESIGN

Clients include : Zippy Crowd, City of Melbourne, Deposit Assure, New Balance

October 2015 - Present

Recent work: Ethnographic workshop facilitation, Strategic business review, expert evaluation of websites. Creating user flows, redesigning, prototyping and wire framing for an insurance product. Reviewing and correcting technical information to ensure production made to the required brief, assured brand guidelines followed for both client and customer.

UX DESIGN | DESIGN LEAD

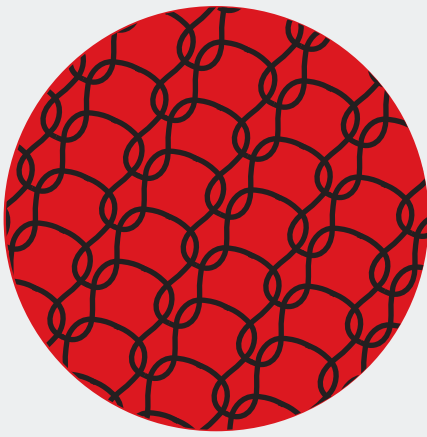
General Assembly, Melbourne

July - September 2015

Client project for Many Hands; a not-for-equity online store offering 50% of its profits from printed artworks to nominated local Melbourne causes.

- Concentrating on the greatest problems, which centred on visibility, I sketched wireframes and produced the final suggestions in Axure.
- Axure was used to illustrate responsive design across all devices.
- A detailed report of findings and recommendations was produced alongside a keynote presentation to the client.

(See felicitymulhall.com for detailed project information for this and other projects.)



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EDUCATION

GENERAL ASSEMBLY, MELBOURNE

2015 **User Experience Design Immersive**

OPEN UNIVERSITY (ARG-EQUATION SPONSORSHIP)

2001 **MBA program foundation studies.**

DE MONTFORT UNIVERSITY, LEICESTER, UK

1991 **BSc (Hons) Textile and Knitwear Technology**

WEST SURREY COLLEGE OF ART AND DESIGN

1987 **College certificate of Foundation studies**

NOMINATIONS/AWARDS

GENERAL ELECTRIC, MELBOURNE

2015 **2nd place, Industrial Hackathon**

MARKETING WOMEN VICTORIA, MELBOURNE

2011-13 **Secretary**

NEW BALANCE, Australia

2011 **Global prize for product innovation.**

2011 **Global prize for Apparel growth**

NIKE, EMEA (Europe, Middle East, Africa)

2005 **Sport Culture representative, Product Creation Excellence project.**

NIKE, EMEA (Europe, Middle East, Africa)

2004 **API (Apparel Product Integrity) point person for women's and White Label.**

NIKE, EMEA (Europe, Middle East, Africa)

2004 **Apparel employee representative for Voice works council.**

PROFESSIONAL EXPERIENCE (cont1)



PRODUCT MANAGER | CLOTHING & ACCESSORIES

Weatherbeeta, Melbourne

February 2015 - June 2015

Weatherbeeta is a retailer and wholesaler of horse riding products and accessories in Australia, Europe and USA. My role encompassed own brand (Dublin) clothing for these markets and branded products for the Australian market.

- Managed complex projects throughout the product cycle and prepared detailed specifications for the development and production of riding and lifestyle product for women's and girl's apparel for the worldwide market.
- Initiated a project to review and amend the global apparel and accessories sizing chart. Both internal and external customers were unclear as to the correct corresponding sizing causing mistakes in ordering. I synthesised the existing information and performed competitor and comparative research along with utilising my existing knowledge and previous experience.
- After ideation and sketching I created a new clarified and condensed template that I reviewed with key stakeholders. As a result the time taken to review an order and confirm the correct sizing was considerably reduced.

PRODUCTION MANAGER | CLOTHING & ACCESSORIES

Monza Imports, Melbourne

October 2012- May 2014

The lifestyle division of Monza is the sole importer and distributor for Fox and Alpine Stars clothing and accessories from the USA. In my role as production manager I worked closely with both brands developing and producing product under licence.

- Co-ordinated deliveries of product ranges sourced globally and encompassing seasonal variations and buying windows into Australia.
- Developed tracking tools to highlight potential delays, cancellations and keying errors by researching and synthesising the existing information available within the business. This resulted in an increase of on-time delivery to customers.

PRODUCT MANAGER | CLOTHING & ACCESSORIES

New Balance Athletic Shoes Inc.

November 2010- July 2012

New Balance Australia is a subsidiary of the global company offering footwear, apparel and accessories for various sports categories through a network of distributors. I worked with the sales team to achieve the apparel budget with a focus on key Apparel account sales opportunities.

- Designed and developed the branded mesh in the compression clothing, which was awarded the global prize for product innovation. The global prize for Apparel growth was also awarded.
- Identified products from the International range suitable for the Australian market and combined regionally sourced products. Sought new opportunities for growth and initiating production for Special Marketing Units and Apparel licensing programs.
- Continued development of key ranges increasing market growth.



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EXPERIENCE DESIGNER

REFEREES

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General Assembly

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Cotton On

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PROFESSIONAL EXPERIENCE (cont2)



PRODUCT ENGINEER | CLOTHING & ACCESSORIES

Colorado group, Melbourne

December 2009- October 2010

A national footwear and apparel retailer and wholesaler throughout Australia and New Zealand operating under the divisions of Colorado, Mather's, Williams, Diana Ferrari, and Jag. I managed the product life cycle for the men's, women's and accessories areas.

- Liaised with IT counterparts to produce a spreadsheet capturing delivery and other data from different systems within the business.
- Identified areas of inconsistency and instigated standardisation of fit and sizing on women's resulting in reduced complaints from sales personnel and consumers.

PRODUCTION COORDINATOR | CLOTHING & ACCESSORIES

New Balance Athletic Shoes Inc.

March 2009- November 2009

PRODUCT MANAGER | DEVELOPER | CLOTHING & ACCESSORIES

New Balance Athletic Shoes Inc. Warrington, U.K

October 2005- February 2009

For the European (EMEA) subsidiary of New Balance I managed the product lifecycle for men's and women's technical running and the distributor lifestyle apparel and accessories product .

- Managed the design and development of the regional range complementing with international product to meet market demands for all men's and women's apparel and accessories.
- Developed market growth for the EMEA Apparel Business whilst achieving the strategic and business goals of margin expectations and unit productivity.
- Ensured the ranges included requirements of the target markets (25 countries)

ACTING COMMERCIALISATION DIRECTOR | ACTING MANAGER | SENIOR PRODUCT DEVELOPER | CLOTHING & ACCESSORIES

Nike Inc., Hilversum, Netherlands

August 2003- September 2005

At Nike Europe I worked on women's lifestyle and white label ranges. As the sports culture development representative on the product creation excellence project I contributed to reduced product time lines and more efficient working methods throughout the business.

- Provided technical guidance to the designers on apparel construction, fabrication and trims.
- Reported weekly the development status and critical path status for the department. Mentored and trained new recruits and less experienced members of the team cross functionally.