James Barr

Product Designer

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13 years of UX/UI design experience, leading design initiatives for large organisations to deliver user-centred solutions. Skilled in the full design lifecycle, from discovery to implementation, with expertise in research, interaction design, high-fidelity design, and design systems. A strong technical background in front-end development ensures effective collaboration with engineers and high-quality execution of designs.

EXPERIENCE

Medinet (Medibank) — Senior Product Designer

SEP 2023 – PRESENT • SYDNEY/HYBRID

Enhanced the design and usability of a telehealth GP Practice Management System for Medibank (Australia's largest health insurer), optimising the existing user experience, simplifying the information architecture and delivering new features from discovery to build.

Established design standards, processes, and ways of working, leading to increased efficiency and productivity for the product and development teams. Helped optimise the overall product development process.

Successfully resolved a flawed design system implementation, transforming a heavily customised version of MUI into a simple, elegant design system, resulting in major gains in efficiency for both design and engineering teams, as well as more consistent and higher quality designs.

Digital Creators — Senior Product Designer

DEC 2021 – SEP 2023 • SYDNEY/HYBRID

Led a variety of design projects, from short-term strategic engagements to long-term initiatives, delivering end-to-end design solutions across multiple industries, including automotive, fintech, travel, and retail.

Collaborated with major client NRMA to redesign their mobile app, enhancing the user experience and delivering new features including authentication, maps, offers and benefits, and electric vehicle charging.

Delivered a proof of concept for Cheddar (x15ventures) that enabled customers to redeem cashback on in-store purchases using Open Banking

PRODUCT DISCOVERY

Research, design thinking, ideation, conceptual design and validation, service blueprinting.

UX DESIGN

User-centred design, wireframing, prototyping, information architecture, usability testing, mobile app design, accessibility.

VISUAL DESIGN

High-fidelity designs, design system implementation and maintenance, layout and typography, colour theory.

LEADERSHIP & COLLABORATION

Workshop facilitation, design operations, stakeholder management, mentoring, project planning.

TECHNICAL SKILLS

Figma, Miro, Sketch, Whimsical, HTML, CSS, Javascript, SQL.

technology, successfully validating the product idea through user testing and rapid prototyping.

Developed design concepts for Camplify and YHA, to help steer design strategy and drive innovation in their product offerings.

NSW Rural Doctors Network — Senior Product Designer

APR 2020 – DEC 2021 • NEWCASTLE

Led the product design of Rural Health Pro, a professional networking platform tailored for the rural health sector, with features such as a digital events hub, jobs board, grants board and resource library.

Designed and scoped new features across web and mobile, ensuring cross-platform consistency and feature alignment.

Collaborated with cross-functional teams, including product managers, engineers, and business stakeholders to deliver a cohesive user experience that aligned with user needs and strategic goals.

Conducted customer research and usability testing, translating findings into actionable design decisions that improved platform engagement.

The Village of Useful — UX Designer and Developer

NOV 2016 – NOV 2019 • NEWCASTLE

Enigma Agency / XO Digital — UI Designer and Developer

NOV 2013 – APR 2016 • NEWCASTLE

LittleMan Pty Ltd — UI Designer and Developer

JUN 2013 – DEC 2013 • NEWCASTLE

Toyswholesale.com.au — Graphic Designer

AUG 2011 – MAR 2013 • NEWCASTLE

EDUCATION

University of Newcastle, Bachelor of Visual Comm. Design

FEB 2009 – NOV 2011 • NEWCASTLE

Studied the principles of design and design history, and developed skills in print and digital design, problem solving, ideation, communication, critical thinking and collaboration.

REFERENCES

Chris Quinton — Medinet

Head of Product

Johanna Klaus — Digital Creators

Head of Product Design

Ferdia Doherty — Medinet

General Manager and CFO

Andy Howard — Astronaut®

Director