

Driven by **human-centred** design, I deliver meaningful experiences with speed & precision.



Google Certified

Harrison Bell

Product Designer

Sydney, Australia

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Profile

Age

24 Years Old

Product Design Experience

3 Years

Gender

Male

Education

Western Sydney University

Bachelor of Visual Communication and Design

2018-2021

Coursera

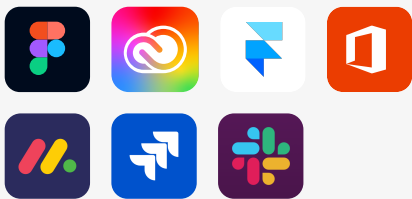
Google UX Design Course

2023

Fairvale Highschool

2012-2017

Skills



Achievements

Finalist for the 2022 AGDA Awards (Student Digital)

2022

Best in Show for Major Design Project

2022

Dean's Merit List in Bachelor of Design (Visual Communication)

2021

Referees

Lead Designer at Appboxer

Rayan Aldainy

0468641066

Experience



Lead Product Designer

iDlvr

2023- Now

Responsible for: +60% increase of retention rate

Assuming the role of design lead, I've orchestrated and implemented significant UI and UX enhancements across all of iDlvr's platforms, spanning from the mobile app to the web portal and landing page. Leveraging insights from app analytics and closer collaboration with developers, I gained valuable insights into user pain points, empowering me to make informed UX decisions. This involved steering stakeholders toward a new direction more attuned to their target user base.



Product Designer / Project Manager

AppBoxer

2021-2023

Responsible for: +50 completed UI/UX projects

I've collaborated with start-ups and enterprise-level companies, with my role extending beyond conventional design tasks, encompassing the curation of engaging social content to extensive UX research. I specialize in crafting UI designs for mobile and web platforms, enhancing existing systems to optimize user experiences. I excel at identifying and resolving human-centred problems, fostering strong collaboration with clients and colleagues. As a project manager, I efficiently organise handovers to development teams, ensuring clarity and effective communication of design requirements. My oversight of the quality assurance process consistently leads to successful project outcomes by facilitating seamless collaboration between design and development teams.



Product Designer

Freelancer for small businesses

2022-2023

Responsible for: Increased conversation rate ↗

I have played a pivotal role in helping businesses establish a robust online presence. This involved creating engaging landing pages and websites that not only capture the essence of the brand but also provide a seamless user experience. My involvement spans across both the design and development processes, ensuring that the final product aligns with the client's vision and functional requirements. Moreover, I've paid meticulous attention to optimising content for SEO, enhancing the visibility and discoverability of these online platforms.



UI Designer / Brand Designer

Western Sydney University

2021

Responsible for: Wishing you well campaign

While pursuing my university education, I actively contributed to a wellbeing initiative by preparing a pitch for the university. My responsibilities encompassed conducting comprehensive research and administering student surveys. Utilizing the gathered insights, I shaped my design choices for the proposed landing page and logo which are still being used by the university.