

Jeff Davis

Design Consultant

☎ 0478598429

✉ jefdav10566@gmail.com

🌐 LinkedIn

🖱 jeffdesign.co

📍 Brisbane, Queensland

SUMMARY

I am a design consultant with 5 years of experience building AI enabled B2B products, with a focus on making model outputs trustworthy and shipping new products from zero to launch. My Master's in Interaction Design from the University of Queensland shapes a research first approach: I am most useful on small cross functional teams that need a senior design voice to translate ambiguity into shipped work.

Recent client work spans Cargill, BMW, Paytm, Byju's, and eight AI and SaaS engagements across Australia, the United States, and Europe. I move fluently between consulting and embedded roles, and I am most effective on teams where design has to lead, not just deliver.

- **Core Stack** : InDesign, Illustrator, Photoshop, Acrobat Pro, Figma, Figma AI, FigJam, Framer, Protopie, Adobe XD
- **Research and Validation** : Maze, Dovetail, UserTesting, Hotjar, A/B testing, Moderated usability testing, Affinity mapping, Jobs to be Done, RITE
- **AI Era Design** : AI native interaction patterns, Prompt to UI mapping, Designing for AI trust and transparency, LLM and chatbot UX, Human in the loop workflows, AI assisted prototyping and design to code handoff
- **Craft and Methods** : Design Systems, Information Architecture, Interaction Design, Service Design, Accessibility (WCAG 2.2 AA), 0 to 1 product design, Design Sprints, Stakeholder Workshops
- **Domains** : AI and ML Product UX, B2B SaaS, Enterprise UX, Conversational UX, Fintech, Healthcare, Agribusiness, Edtech

Portfolio: www.jeffdesign.co

(Selected case studies demonstrating product thinking, design decisions, and impact.)

EXPERIENCE

Independent Product Designer

12/2022 - 06/2026

Treadle ↗

Solo product design consulting practice based in Brisbane, run concurrently with my UQ Master's (2022 to 2026). Eight client engagements across AI startups, B2B SaaS, healthcare, and edtech in Australia, the United States, and Europe.

Built and maintained design systems with WCAG 2.2 AA tokens across web and mobile, including documentation and handoff packs that allowed non-designers to self serve confidently.

- **AI customer support copilot**(US seed stage AI startup, around 150 support agents). I designed the conversational UX, confidence banded suggestion cards, inline source citations, and the human in the loop review patterns. Working weekly with the founding engineer on prompt to UI mapping, we lifted AI suggestion acceptance from around 63 percent to around 81 percent across the first six weeks of rollout.
- **AI analytics dashboard, 0 to 1**(Australian AI startup, Series A, three person engineering team). I led design from concept through to first paying customer in 14 weeks. I defined the information architecture, ran 22 user interviews across three personas, and shipped a Figma component library. Weekly cross functional crits with the founder, PM, and data science lead kept engineering and ML feedback in the same review cycle.
- **Design systems for two SaaS clients**(Series A healthcare, Series B B2B SaaS). I built around 75 components in total with WCAG 2.2 AA tokens, Figma variables for theming, and Storybook documentation handed to client engineering teams. Both libraries reused across web and mobile.
- **AI trust patterns I developed across engagements**. I shipped prompt to UI mapping, confidence indicators, and model uncertainty cues across three AI client engagements, and wrote them up as a reusable internal playbook I now use to accelerate the discovery phase on every new AI scope.
- **How I operate as the senior design voice on lean teams**. Without a dedicated design lead, I run weekly crits, roadmap reviews, and stakeholder workshops with founders and PMs. My job is to translate business goals and engineering constraints into prioritised design backlogs that engineering can actually pick up the next day.
- **Practice infrastructure I built for repeatability**. I built engagement playbooks specific to AI scopes: a Dovetail research

repository, design QA checklists, decision logs, and design system handoff packs that I deliver at engagement close. Clients leave with verifiable artefacts, not just Figma files.

Assistant Design Manager

12/2021 - 08/2022

Deloitte ↗

Embedded design lead on two enterprise transformation programs: Cargill (agribusiness data platform) and BMW (connected vehicle services). Brisbane studio, with distributed program teams across Australia, the United States, and Germany.

Built a 70-component Figma design system with WCAG 2.1 AA tokens and a brand governance model, replacing four inconsistent legacy patterns across two product squads.

- **Cargill design system**(embedded with two product squads). I built around 70 Figma components with WCAG 2.1 AA tokens and a governance model. The system replaced four inconsistent legacy patterns and was adopted across both product squads inside the program window.
- **Cargill service design work**. I translated complex agribusiness stakeholder requirements into 14 service flows, three journey maps, and a complete prototype suite for the agri data platform.
- **BMW connected services**. I designed interaction patterns for the next generation owner app and partnered with German based product owners on async review cycles, using Loom walkthroughs and FigJam workshops to bridge the time zone gap.
- **Workshop facilitation across both programs**(executives and product owners). I facilitated six design thinking workshops, defining problem framings, running ideation sessions, and synthesising outputs into prioritised design backlogs that fed directly into the program's quarterly delivery plans.
- **Design ops and mentoring**. I embedded design QA checkpoints into every sprint cycle and mentored three junior designers on accessibility (WCAG 2.1 AA), stakeholder communication, and async review practices.

UI/UX Designer

05/2020 - 11/2021

Volumetree ↗

Product agency, embedded designer on B2B SaaS and healthcare platforms for clients across Europe and North America. Reported to a product lead and partnered with two to three engineers per project.

- **End to end product redesigns**. I led the full design lifecycle on three client products (one B2B SaaS, two healthcare): research synthesis, journey mapping, wireframing, hi fi design, and engineering handoff.
- **Flagship healthcare onboarding**(lead client). I redesigned the new patient onboarding flow, informed by nine user interviews and post launch analytics. Task completion moved from around 52 percent to around 75 percent across the first eight weeks of rollout.
- **Component libraries and tokens**. I built shared libraries used across multiple client teams, standardising type, spacing, colour, and accessibility tokens. This reduced handoff ambiguity between agency and client engineering teams.
- **Usability testing program**(lead healthcare client). I ran around 12 sessions per release plus quarterly heuristic reviews. Insights drove a roadmap reprioritisation that lifted 30 day retention on the lead healthcare client.
- **Design rituals adopted at agency level**. I introduced rapid prototyping practices and structured weekly critiques while mentoring two junior designers. Both became standard practice across the agency's design team.

UI Designer

12/2019 - 04/2020

Thence ↗

Design consultancy. UI delivery for fintech and edtech clients including Paytm and Byju's.

- **Paytm checkout redesign**(fintech sub product). I redesigned the checkout flow and ran A/B tests against the legacy variant, lifting conversion by around 15 percent.
- **Byju's edtech UI flows**. I produced responsive Figma component sets and interactive prototypes for handoff to client engineering teams.
- **Fintech pattern library**. I standardised type, spacing, and accessibility tokens across the agency's fintech client work, which became the early seed of what later grew into a reusable internal pattern library.

UX Designer

10/2019 - 12/2019

Blackstraw.AI ↗

Enterprise AI and data analytics startup. UX for ML powered analytics dashboards. This was my first exposure to AI product design, and the specialty I have doubled down on every year since.

- **ML analytics dashboard UX**(flagship enterprise tool). Heuristic evaluation plus six rounds of moderated user testing surfaced 18 critical usability issues. Post fix analytics showed flagship tool error rates dropped by around 55 percent across the first 30 days of redesign rollout.
- **Translating ML outputs into UX**. I mapped end to end user journeys and information architecture for two data products, partnering with data scientists to render anomaly detection and forecast confidence intervals as legible, trustworthy

visualisations.

EDUCATION

Master of Interaction Design ↗ The University of Queensland, QLD, Australia	2022 - 2025
Bachelor of Design ↗ National Institute of Fashion Technology	2015 - 2019
Exchange Internship Program ↗ Schweizerische Textildachschule, Zürich, Switzerland	2018 - 2018

SKILLS

Stakeholder workshops and creative direction	End to End Product Design (0 to 1)
Accessible content creation (WCAG 2.2 AA)	Design Systems and Component Libraries
Design systems and style guide governance	User Research and Usability Testing
Brand identity, rollouts and audits	Data Driven Decision Making
Graphic design across digital and print platforms	Information Architecture and Interaction Design
Human Centered AI Design	Cross Functional Stakeholder Facilitation
Designing for AI Trust and Transparency	Accessibility and Inclusive Design (WCAG 2.2 AA)
Conversational and LLM Interface Design	