Matt Jensen

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Experience Designer

An accomplished and versatile Experience Designer with over 24 years' industry experience in technology project discovery, design, leadership and delivery. Recognised for consistently delivering successful outcomes and driving efficiencies, balancing user requirements with corporate strategy, business goals and technical constraints. A self-motivated team player highly successful in forging strong relationships with internal and external stakeholders.

Key Skills

- ✓ **Innovation and Design:** Human Centred Design, User Experience Design, Design Thinking, Problem Solving, User Research, User Testing, UI Development, Figma, Photoshop
- ✓ **Project Leadership**: Stakeholder Engagement and Management, Workshop Facilitation, Leadership of cross-functional teams, Strategy
- ✓ **Project Management and Delivery Methodologies:** Agile frameworks, Scrum, Lean UX, Product Design, Waterfall, Software Development Lifecycle (SDLC)

Professional Experience

Telstra Purple   **Nov 2014 – Feb 2025 (10 years)**

Senior Managing Design Consultant

Developing digital productivity, transformation and modernisation solutions for Enterprise clients, creating new solutions or replacing legacy processes with scalable web and native mobile applications, based within the Victorian Digital Squad of Telstra's tech consulting business arm 'Telstra Purple' (now named 'Versent').

Responsibilities:

- Leading project discoveries and Human Centred Design initiatives, driving stakeholder engagement, workshop facilitation and requirement gathering.
- Leading cross-functional teams and diverse customers through project delivery.
- Facilitating collaboration and communication with stakeholder groups, senior leadership teams, executive group owners and end users regarding project ideation, creation, development, and delivery phases.
- Conducting user research, usability testing, and solution design.
- Expert oversight of full software lifecycle design, development and delivery for custom digital solutions, balancing innovation, usability, and cost-effectiveness with business goals, user requirements and technical constraints.
- Leading and driving squad initiatives.
- Management of a group of up to 6 junior consultants

Key Achievements:

- Designed and delivered the highly successful, award-winning, industry-leading UniMaps and UniNav web-based apps for the University of Tasmania to transform the campus experience for students and staff, winning Telstra Enterprise Top Achievers award, two internal Telstra CX awards (Outstanding Product or Service, Customer Experience Game Changer) and a Tasmania ICT excellence award.

- Streamlined a large Queensland Health department's recruitment process, decreasing time-to-hire and improving candidate experience by leading a discovery engagement, documenting the current state user journey, creating a future state roadmap, and creating visual designs for the Queensland Health's Intranet Recruitment section, resulting in a happy client and a clear path forward.

- Led the first phase of the digital transformation of ONCALL Group Australia, designing and delivering the Support Worker Portal (SWP) application, resulting in improved staff satisfaction, streamlined business operations, and increased efficiency. This modernisation reduced manual errors, enhanced scheduling accuracy, and secured over $2M+ in follow-on work for Telstra Purple.

- Oversaw the design and development of John Holland Group's Project Workbench and Integrated Management System (IMS), streamlining digital collaboration, document management, and quality control. Delivered an automated project site deployment system, enhancing efficiency and scalability, with JHG leadership praising the platform as a game changer and an industry-leading solution.

Prior professional experience includes:

- **Service Delivery Manager; User Experience Developer: Habanero Consulting (Vancouver, Canada)**
- **Freelance Consultant: UltraWebsites.com**
- **Production Manager: Lightmaker (Vancouver, Canada)**
- **Technical Architect; Lead Developer of Applications: Transport for London (London, UK)**
- **Web Producer; Project Manager: PSA Project Management (Melbourne)**

Portfolio

- **URL: mattrjensen.com**
- **Password:** Available on request

Education

- **Bachelor of Civil Engineering (Hons)** | Monash University

Certifications

- **NN/g - UX Certification**
- **Professional Scrum Master (PSM)**

Referee details will be provided on request.