

## Experienced product designer crafting experiences that drive meaningful impact.

Product designer and leader shaping high-quality digital experiences across Web3, FinTech, AI, and emerging tech. I work hands-on with cross-functional teams to craft products that meet the highest standards, deliver customer value, and elevate the role of design within organisations.

I've built and led design teams, mentored and interviewed hundreds of designers, and shaped inclusive, high-performing cultures where individuals thrive, and great work emerges. I'm driven to foster growth through storytelling, intentional hiring, and empowering development at every level.

What sets me apart is my focus on aligning human-centred design, narrative storytelling, and business outcomes—bridging vision and execution in ways that connect people to purpose and bring clarity to complexity.

Showing work early, framing problems as opportunities, and creating environments where all

voices are heard and thoughtful challenge is welcomed. I champion a playful, collaborative, and experimental approach where curiosity drives progress and innovation thrives through shared ownership.

As a leader, I hold teams to high standards and fiercely support them in achieving meaningful, measurable outcomes. I've helped scale teams from 5 to 25+, improved design-to-dev cycle times by up to 30%, and partnered with executives to embed design into strategic leadership planning.

I shape product vision, translate strategy into actionable design goals, and invest in scalable systems—from design ops to tooling—that support creative flow and long-term design maturity. I advocate for design as a strategic partner, ensuring its voice is heard in org-wide planning and delivery.

I work transparently and intentionally to help teams move fast, stay aligned, and deliver impact beyond the interface.

**Austin M.**  
**Designer & Leader**

Apr 2025 — Current  
Remote (Contract)

**Founding Designer, Ethereum**

Lead the design for a DeFi startup called Ethereum operated on the Ethena chain. As the founding designer, I work closely with other founders and engineers to help define the core product experience, from zero-to-one UX flows to visual systems, helping to bring complex, high-speed onchain trading to life.

Mar 2023 — Apr 2025  
Remote

**Group Design Lead, Mobile & Desktop Apps — Canva**

Led the design team responsible for Canva's mobile, desktop, and offline experiences—designing for over half of Canva's 200M+ monthly users. Our focus is to craft seamless, device-native experiences beyond the browser, making Canva feel purposeful wherever it's used. Under my leadership, the team shipped major improvements to performance, editing UX, and cross-device workflows, driving meaningful gains in engagement and user satisfaction. I foster a collaborative, high-trust culture where experimentation, inclusion, and play fuel impactful design outcomes at scale, while also mentoring emerging leaders and shaping Canva's broader product design strategy.

Mar 2021 — Mar 2023  
Remote (Contract)

**Director of Product Design — Kraken Digital Exchange**

Built and led Kraken's platform and design systems teams during a critical period of hyper-growth. Leading the design of Kraken's visual language across consumer and pro products, supported international expansion, and launched internal platforms to scale customer support. These efforts improved consistency, accelerated design velocity, and reduced support burden. I also led cross-org initiatives including design hiring practices, team development frameworks, and collaborative design reviews—laying the foundation for a stronger, more scalable design culture.

Apr 2019 — Mar 2021  
Remote, Sydney (Contract)

**Program Design Manager (UX/UI) — Telstra**

Directed a distributed design team delivering Telstra's end-to-end eCommerce platform for mobile, internet, and new energy products. Advocated for design at the executive level, embedded inclusive practices, and implemented scalable, remote-first processes. I also led the team's accessibility upskilling to meet WCAG 2.1 compliance, aligning design with customer trust and regulatory responsibility.

May 2017 — Dec 2018  
Sydney, Australia (Contract)

**Program Design Manager (UX/UI) — NSW Department of Justice**

Led design for NSW's Audio Visual Link (AVL) program, which connected courts and correctional facilities via secure video conferencing. Our work streamlined operations, reduced costs, and enabled safer, more compassionate experiences for vulnerable

**Austin M.**  
**Designer & Leader**

participants. The system now supports remote appearances for victims, expert witnesses, and defendants—saving time, money, and trauma.

Dec 2015 — May 2017  
Sydney, Australia (Contract)

**Experience Design Principal — Westpac Bank**

Guided the design of Westpac's home loan origination platform as part of a \$2B digital transformation. Facilitated service design and discovery across key initiatives, and helped embed customer-centric practices into delivery teams. Our work laid the foundation for future-forward digital lending experiences.

Jan 2014 — Dec 2015  
Sydney, Australia (Contract)

**Experience Design Lead — CommBank**

Led the strategy, concept, and delivery of CommBank's new property platform. I hired and developed a cross-functional team and introduced lean, research-led design methods that aligned with agile delivery. I also shaped the bank's customer personas and design team structure—bringing clarity, focus, and creativity to a complex space.

Jul 2012 — Jan 2014  
Sydney, Australia (Contract)

**Experience Design Lead — Deloitte Digital**

Worked across national design programs spanning UI/UX, service design, agile coaching, and design strategy. Partnered with clients to embed experience design into large-scale platforms and CMS implementations—ranging from responsive web to native apps. Mentored designers and helped clients build their internal design capability.

Jan 2011 — Jul 2012  
Sydney, Australia (Contract)

**Digital Creative Director — M&C Saatchi**

Led digital for major Australian brands including Google, CommBank, Optus, and Qantas. I contributed to multiple successful pitch wins and brand launches by pairing design craft with narrative storytelling and campaign strategy. My leadership helped bring integrated digital campaigns to life with measurable brand impact.

Feb 2009 — Jan 2011  
Sydney, Australia

**Digital Creative Director — WhiteGrey**

Led digital creative for clients including CommBank, Toyota, Coke Zero, The North Face, and Colonial First State. Oversaw campaigns and native apps that blended brand, narrative, and utility—most notably the award-winning CommBank Property Guide app. Collaborated across strategy, production, and design to deliver standout digital experiences.

Please refer to my LinkedIn profile for previous experiences.

**Austin M.**  
**Designer & Leader**

**Lennon Cheng**

Product Design Principal, Canva

What set Austin apart was his refreshing candor and authenticity. In an industry often clouded by corporate jargon, he was that rare colleague who wouldn't hesitate to call out what wasn't working and engage in genuinely honest conversations. These candid exchanges created a foundation of trust that made our collaboration incredibly effective and meaningful.

**Ale Urrutia**

Executive Manager Experience  
Design, CommBank

Austin's strategic, operational, and growth mindset sets him apart. He is always thinking several steps ahead, planning for the future while ensuring the present is well-managed. His vision for growth and his ability to operationalize it has been instrumental in scaling our team's success.

**Pascal Potvin**

Product Design Principal, Kraken

Austin is a leader who helps others around him grow. He is attentive and gives folks around him space to get their work done. He provides great feedback and likes to challenge designers around him to bring different perspectives into account.

**John Lazzara**

Head of UX, Telstra

Austin is a effective design leader and great to work with. I hired Austin in March 2020 to lead future state digital sales experience with a team of UX, Visual design & copy designers. He has done an amazing job working with many stakeholders to bring this work to life. He is smart, dedicated and has a solid design practice.

**Sean McVeigh**

Head of Customer-centric  
Design, Westpac Bank

Exceptional experience designer that has that rare blend of great design capability, strategic thinking, creative collaboration. Able to transform fuzzy/complex problems into a simple customer value propositions; through hands on creative direction, and guiding multidisciplinary design teams and business owners.

**Inga Latham**

GM, User Experience & Design,  
Commonwealth Bank

Austin is a very talented experience designer. As the user experience lead, he took a high profile project from business case concept to delivery. He managed both internal & external agency teams with a high degree of personal accountability & a focus on maintaining standards as well as ensuring the customer was at the center of all business discussions & decisions.

**Abigail Thomas**

Director of Customer  
Experience, Deloitte Digital

Austin is a big creative thinker. He comes up with new concepts and ideas readily and finds it easy to articulate his ideas visually. He also has that rare quality of being open and flexible when his ideas are challenged - either by colleagues or by clients - perhaps because he is confident he can always come up with new ideas.