JAMES OLSEN

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First Nations Product Designer with 4 years' experience and a proven track record of leading human-centred end-to-end product experience design, from audience research and discovery through to being shipped, across B2C ecommerce digital journeys.

SKILLS

DESIGN

Product Design, UX/UI Design, Interaction Design, Journey Mapping, Discovery & Shaping, Human-Centred Design (HCD), Qualitative and Quantitative Research, Stakeholder Presentation, Workshop Facilitation, Usability Testing, Product Experimentation and A/B Testing, User Flows, Backlog Prioritisation, Wireframing, Design Systems, Accessibility (WCAG 2.1 AA)

TOOLS

Figma, Figma Make, Askable, Hotjar, Miro, Mural, Jira, Confluence

EXPERIENCE

PRODUCT DESIGNER

MAR 2023 - APR 2026

Belong (Telstra)

Led end-to-end product design across Belong's nbn and mobile digital products, working across discovery, prototyping, delivery and post-launch iteration within a cross-functional Agile team

- Planned and led customer interviews, discovery research and usability testing, synthesising qualitative and quantitative insights into product improvements across Belong's nbn eligibility and ordering journey; shipped 3 features that increased sign-up conversion by 50%, from 3.6% to 5.4% week on week.
- Led end-to-end discovery for Belong's Data Gifting experience, facilitating customer and stakeholder workshops, including blue-sky ideation, customer interviews, usability testing and exploratory research support that identified an underserved customer segment of 192k potential users and informed a rapid low-to-mid fidelity Figma prototype, presented to stakeholders.
- Applied systems thinking to map the end-to-end customer journey and design flows, states and edge cases for an abandoned cart capability across Belong's nbn digital experience, identifying a projected $1.7m annual revenue recovery opportunity, contributing to roadmap prioritisation with Product and Engineering.
- Partnered with the Product Manager, design system team, accessibility specialists, and engineers to deliver the zero-to-one design and shipping of Belong's global site search across web and mobile, supporting 154k searches per year; first-week post-launch monitoring of audience search behaviour surfaced eSIM as the top search term, with over 2,000 searches.
- Led end-to-end cross-channel journey mapping, from campaign offer through to joining, and UI design for the Belong Black Friday campaign, resulting in 12,342 orders across 8 weeks and peaking at 452 organic orders in the final week.
- Collaborated with the design system team and accessibility specialists, contributing components and patterns to Belong's design system to ensure all designs met WCAG 2.1 AA accessibility standards and supported consistent Figma-to-engineering handoff of production-ready designs.

PRODUCT AND SERVICE DESIGNER GRADUATE

FEB 2022 - MAR 2023

Belong (Telstra)

Completed Telstra's graduate programme, placed within Belong's Digital Experience team from February 2022, contributing to product design, A/B testing, and campaign experiences across nbn, 5G, and responsive web products.

- Led the design and usability testing of Belong's Green Choice campaign, supporting a customer experience that contributed to $200,000 in charitable donations across two partner organisations.
- Led quantitative experimentation through an A/B test of Address Checker placement on the nbn landing page, using conversion results to evaluate the design change and achieve an 18% uplift.
- Led user research and usability testing for Belong's 5G product experience, translating customer insights into a redesigned horizontal stacked plan card layout that clarified pricing, product value and offers.
- Conducted an exploratory redesign of the end-to-end nbn ordering process, producing user flows to surface friction points and inform future product direction.

DIGITAL INNOVATION AND MARKETING INTERN

2017 - 2021

Bank of Queensland

Completed 6 internships across multiple years during university breaks (Nov–Feb) at Bank of Queensland (BOQ) through the CareerTrackers Indigenous Internship Program.

- Developed an internal marketing campaign to improve customer engagement and strengthen BOQ's relationship with its existing customer base.
- Led UX and UI design for Hip Money, a BOQ-backed fintech start-up, delivering a zero-to-one mobile product experience from concept through to high-fidelity prototype.
- Developed the Hip Money interactive prototype and presented to BOQ executives, securing stakeholder buy-in for the proposed mobile product experience.
- Built and deployed the Hip Money website using WordPress, delivering a responsive web experience aligned to the product's UX and brand direction.
- Conducted competitor research and usability benchmarking across BOQ's digital experience, producing a report of strategic recommendations to improve usability and conversion.
- Assisted in migrating BOQ's legacy website to Adobe Experience Manager, ensuring content integrity and consistent UX across the updated platform.
- Improved BOQ's website search experience and SEO performance by implementing Funnelback, increasing discoverability of key content for customers navigating the site.

LEADERSHIP

BE DEADLY LEAD

FEB 2022 - APR 2026

Belong (Telstra)

Co-led Be Deadly, Belong's internal First Nations employee group, driving cultural education and community-building initiatives across the organisation as one of two First Nations employees.

- Designed and delivered NAIDOC Week and Reconciliation Week activations company-wide, increasing cultural awareness and visibility of First Nations perspectives across Belong.
- Led company-wide education sessions on The Voice and Treaty, empowering Belong employees to engage meaningfully with First Nations policy matters.
- Delivered First Nations cultural education workshops at Belong's all-company conferences, reaching employees across all teams and leadership levels.
- Partnered with local First Nations artists to facilitate remote cultural workshops in weaving and dot painting, creating inclusive and engaging learning experiences for Belong employees.

ALUMNI

2021 - PRESENT

CareerTrackers

As an alumnus of the CareerTrackers Indigenous Internship Program, support current alumni and interns navigating their professional development through the CareerTrackers network.

Mentored CareerTrackers interns placed within Telstra's internal internship program.

Attended learning and development conferences to support CareerTrackers as an organisation and build meaningful connections with fellow First Nations interns and alumni.

EDUCATION & CERTIFICATIONS

BACHELOR OF CREATIVE ARTS (NEW MEDIA DESIGN)

2016 - 2021

Charles Darwin University

SOFTWARE ENGINEERING IMMERSIVE

2021

General Assembly

REFEREES

Provided on request