

Angelique Ellis

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St Ives, NSW 2075

UX/UI Design Specialist

I am a versatile customer experience and Interface design specialist with advanced UI expertise, delivering premium web and app solutions across fintech, travel, consulting, and SaaS. With over a decade of hands-on experience, I bring deep knowledge in user-centred design, stakeholder engagement, and feature translation, transforming complex requirements into accessible and visually compelling digital products.

Proficient in high-fidelity UI design, advanced prototyping, multiple user testing methodologies, and responsive design systems, I champion simplicity, inclusivity, and clarity. Known for my collaborative nature, strategic mindset, attention to detail, and ability to bring teams together through clear communication and insight, use of collaborative tools like Miro and Figma, and a strong commitment to user needs and advanced accessibility.

Key Skills

- UI Design (Web, App, SaaS)
- Prototyping & High-Fidelity Mockups
- Human-Centred Design (HCD)
- UX Design, Research & Usability Testing
- Interaction Design & IA
- Agile & Lean UX
- Design Systems & Accessibility (WCAG 2.0 AA)
- Miro, Figma, Sketch, Adobe CC
- Jira, Confluence, FigJam

Career Summary

UX/UI Specialist Consultant // Triniti Ventures Sydney // 2025

Triniti Ventures is a forward-thinking innovation studio based in Sydney, specialising in building high-impact, scalable ventures in emerging tech and digital experiences.

Reporting to the Design Director, key responsibilities included:

- Led UX research and UI design for a premium digital product in the luxury travel sector, aligning user needs with business goals.
- Conducted user research and market analysis to identify behavioural insights and design opportunities.

- Managed collaborative tools (Miro), facilitated session notes, and synthesised findings into structured reports.
- Created detailed site maps, interactive prototypes, and high-fidelity UI designs aligned with brand and accessibility standards.
- Supported usability testing and translated findings into actionable design improvements.
- Contributed to stakeholder presentations and ensured visuals communicated user-centred design outcomes.
- Advocated for intuitive, inclusive, and visually engaging digital experiences throughout the design process.

UX/UI Specialist Consultant // Spot On Consulting // 2020 – 2024

Spot On Consulting delivers strategic technology solutions to major banks and telcos across Europe and Africa.

Reporting to the Experience Design Operations Lead, key responsibilities included:

- Collaborated with cross-functional teams to design and deliver digital products across Web, iOS, and Android, fostering strong stakeholder engagement.
- Conducted usability testing and customer interviews, synthesising insights to guide user-centred, evidence-based design outcomes.
- Produced design artefacts and high-fidelity Figma prototypes, with clear documentation to support efficient developer handover.
- Developed and maintained design systems aligned to WCAG 2.0 AA standards, promoting accessible, inclusive, and consistent experiences.
- Contributed to the refinement of complex financial tools, delivering user-friendly solutions that balanced business goals and customer needs.

UX/UI Specialist Consultant // MiPrint Consulting // 2020 – 2020

MiPrint Consulting provides CX strategy services and custom development solutions to corporate clients.

Reporting to the User Experience Manager, key responsibilities included:

- Collaborated closely with Product Managers and stakeholders to shape solutions that balanced user needs with technical and business constraints.
- Delivered clean, accessible UI designs aligned to brand standards and integrated into existing multi-platform design systems.
- Led collaborative workshops and journey mapping sessions to align teams around customer pain points and strategic opportunities.
- Maintained strong working relationships across distributed teams, ensuring alignment and momentum across design and development.
- Actively participated in agile delivery processes, adapting to changing priorities while maintaining design quality and intent.
- Identified opportunities to streamline internal workflows and championed design best practices that improved cross-functional delivery.

Design Lead & Senior Roles // 2014–2020

VML (Design Team Lead) & Origin Interactive (Senior UI Designer)

Held leadership and senior design roles across award-winning digital agencies, driving outcomes for high-profile clients across multiple sectors, where I:

- Led strategic design initiatives and end-to-end delivery of complex digital products, balancing user needs, brand integrity, and business goals.
- Directed multidisciplinary teams, fostering a collaborative culture that consistently delivered on time and exceeded client expectations.
- Provided hands-on mentorship to junior designers, contributing to a high-performing, scalable design function and improved team retention.
- Strengthened stakeholder relationships through clear communication, proactive problem-solving, and a focus on delivering measurable value.
- Played a key role in transforming VML's design practice into one of the agency's most commercially successful business units.

Career Highlights

- Designed and launched **'Click to Trade' SaaS platform** in 2023, resulting in \$53 million in investments within 8 months.
- Recognised by leadership as the go-to product designer to solve complex problems and uplift struggling projects.
- Built and implemented design systems and innovative product features that streamlined processes and improved usability for top-tier financial products.
- Created a unique digital identity for Spot On Consulting, helping the company stand out in the crowded EMEA market.
- Awarded recognition for use of colour, layout, and typography innovation as part of a flagship international financial services division design system overhaul.

Education & Certifications

BA Visual Communication – Open Window Institute (South Africa) | 2007–2009

Skills Assessment (Multimedia Designer – ANZSCO 232413) – VETASSESS

Additional Courses (Udemy):

- UX & Usability Masterclass (2020)
- Information Architecture Fundamentals (2021)
- Design Thinking Masterclass (2022)
- Cognitive Biases in UX (2022)

Personal Attributes and Other Skills

- Empathetic, organised, and user-first
- Comfortable navigating ambiguity and complexity

- Confident facilitator and communicator
- Passionate about design systems, accessibility, and scalable design

References

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