

Angelique Ellis

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Product Designer — Wealth & Fintech Specialist

I'm a Product Designer who enjoys untangling complex problems and turning them into products people actually want to use. Over the past seven years, I've worked across fintech, wealth management, SaaS and digital products, partnering with product managers, engineers and business teams from discovery through to delivery. I enjoy bringing clarity to complexity through research, workflow design, scalable design systems and thoughtful interfaces, helping teams make confident product decisions and deliver better outcomes.

Key Skills

- Product Strategy & Discovery
- UX Research & Testing
- Information Architecture & User Flows
- UI Design & Interactive Prototyping
- Design Systems & Accessibility (WCAG)
- Workshop Facilitation & Stakeholder Alignment
- Cross-functional Collaboration
- AI-assisted Design, Research & Knowledge Management
- Figma • FigJam • Miro • Adobe CC • Sketch • Jira • Confluence

Career Summary

UX/UI Specialist Consultant // Bayon (Trinita Ventures) Sydney // Jan 2025 - Jun 2026

Worked across multiple venture-backed digital products, helping teams shape ideas from early discovery through to delivery.

- Led end-to-end product design, bringing together research, concept validation, interface design, testing and developer handover.
- Planned and facilitated user research, stakeholder workshops and usability testing to uncover opportunities, reduce product risk and guide product direction.
- Created user flows, information architecture, prototypes and scalable design systems that balanced user needs, business goals and technical constraints.
- Worked closely with product managers, developers and business stakeholders to keep teams aligned, while introducing AI-supported workflows and shared project knowledge that improved collaboration, streamlined onboarding and helped products move from discovery to delivery more efficiently.

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

Designed enterprise products for global banks and financial institutions, specialising in wealth management and capital markets platforms.

- Led UX and UI design for complex SaaS products used by institutional and high-net-worth investors.
- Worked directly with traders, product owners and executive stakeholders to simplify complex workflows and translate them into intuitive digital experiences.
- Built scalable design systems, reusable components and clear documentation that improved consistency across multiple products and teams.
- Partnered closely with engineering teams to ensure solutions were practical, technically achievable and delivered a high-quality user experience.

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

Finance-focused consultancy delivering customer experience strategy and digital solutions.

- Led end-to-end product design across multiple digital platforms, from discovery through to final UI.
- Facilitated workshops and journey mapping sessions that aligned business goals with customer needs.
- Delivered accessible, user-centred solutions while balancing technical constraints, stakeholder priorities and business objectives.

Design Lead // VML // Feb 2015 – Jan 2020

Promoted into a design leadership role at a leading digital agency, delivering digital products and campaigns for major local and international brands.

- Led multidisciplinary design teams, delivering high-quality digital experiences across a diverse client portfolio.
- Mentored and supported designers, helping build a collaborative, high-performing design team.
- Worked across strategy, UX and visual design, balancing user needs, business goals and commercial objectives.
- Helped grow VML's design practice into one of the agency's strongest commercial offerings.

Career Highlights

- Designed and launched the **Click to Trade** platform, contributing to more than **\$53 million in investments within eight months** of launch.
- Frequently brought into complex or struggling projects to create clarity, align stakeholders and help teams move forward with confidence.
- Built scalable design systems and reusable product patterns that improved consistency, reduced design effort and supported faster delivery across financial products.

- Introduced AI into product design workflows to strengthen research, capture project knowledge and improve collaboration across cross-functional teams.

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)

Ways I Work

- I enjoy simplifying complex product challenges and turning uncertainty into clear, practical solutions.
- I work collaboratively, bringing together product, design and engineering to solve problems and make informed decisions.
- I believe great design comes from understanding people, balancing business goals and testing ideas early.
- I'm naturally curious and enjoy exploring new ways of working, including using AI to support research, streamline workflows and improve team collaboration.

References Available Upon Request