Shaun McAleer

SENIOR PRODUCT DESIGNER
MELBOURNE VIC

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Summary

Senior product designer with 15 years of expertise in information architecture, design research, user-centered design and mobile applications. Skilled in collaborating with cross-functional teams in leading design projects from end-to-end.

Experience

Senior Product Designer   Sep 2021 - Dec 2024
Gift Card Exchange (GCX)

- Responsible for leading the complete overhaul of the GCX website, overseeing key project features from conception through to implementation significantly improving user engagement and conversions, contributing to +80% YOY of gift card purchases.
- Designed and implemented a unique solution for physical gifting which led to a 30% increase in sales.
- Worked closely with customer service to provide feedback and identified design solutions reducing misdirected service enquiries by 50%.
- Conducted both moderated and unmoderated user testing to optimise the user experience for the purchaser and recipient.
- Implemented a design system that improved design consistency enhancing the overall productivity.
- Effectively communicate design ideas and concepts to product, marketing and stakeholders through presentations and design reviews, incorporating feedback into the design process.

UX/UI Designer   Jul 2009 - Sep 2021
Carsales

- Played a key role in the user experience and interface design for iOS and Android applications across all verticals, including Carsales, Bikesales, and Boatsales, along with international platforms Chileautos and Soloautos.
- Led the complete redesign and implementation of the carsales android app, for which our team was honored with an award for best mobile service application.
- Responsible for deliverables and supported delivery teams in deploying self service products throughout the dealer network.
- Proficient in creating wireframes, prototypes and user flows.
- Capacity to work at high speed, multi-task and manage multiple design efforts at once.

Web Design Lead   Oct 2005 - Jul 2007
VPASP Carts
Responsible for maintaining and redesigning their existing application.

Web Designer   Feb 2002 - Oct 2005
Self employed freelancer
Designed and developed websites.

Skills

Wireframing, Prototyping, User Testing, User Research, Information Architecture, Accessibility, Design Systems, Interaction Design, HTML/CSS, SwiftUI

Tools

Figma, Sketch, Maze, Hotjar, Proto.io, Adobe XD, Photoshop, Illustrator

Awards

2014 Winner of the Australian App Design Awards for best mobile service application. Carsales Android App

Education

NMIT Cert. Graphic Design   Completed 2002

References

Available upon request