



damian norton

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career overview

A design professional, with nearly 20 years experience in digital, I specialise in developing valuable customer centric digital platforms, mobile applications, and websites.

Working within both consumer and B2B sectors, I have created solutions for a range of businesses from startups to enterprise including Australia Post, Qantas, ANZ, Cisco, AT&T and Foxtel.

With a proven record of outstanding creative solutions, I build teams and capability to deliver effective and delightful solutions to human and business problems.

highlights

Pioneering Qantas' transition of reservation system data into AEM to surface *just in time* next best action, and piloting the replacement of legacy 'Manage Booking' with a customer centric AEM based 'My Trip' experience.

Developing a suite of acquisition and re-acquisition experiences such as flight deals, map based search, and abandoned cart to alleviate customer pain points and increase paths to purchase.

Leading the strategic vision of Qantas Digital's shopping, booking and servicing products for a consistent and connected end-to-end customer journey.

Panel speaker at MAAS Powerhouse Museum's 'Design Thinking in Motion' - Sydney 2016

Instructing the UX Design course at General Assembly and Academy Xi.

education

AFA ADSCHOOL:

Art Direction Principles, 2009.

UWS NEPEAN

Bachelor of Design (Visual Communication) 2001
School of Communication, Design & Media.

Accomplished academic career focused on design, photography, events and new media. Graduated with Honours, and awarded the Deans Medal for academic achievement.

Participated in UMAP program, involving 3 months study at the Institute of Design, a campus of the Nanyang Academy of Arts (中國美術學院), Shanghai, PRC.

employment history

OCTOBER 2022 – PRESENT:

Australia Post • Director of Product Design

Accountable for the tribe of 15 product designers in the Research and Design CoE, within Enterprise Services. I am responsible for building a performance and capability culture within the team through design process, principles and standards; initiating collaborative forums such as the 'Community of Practice' and co-designing a career development framework, giving development goals and growth pathways.

Initiated forum for the renovation of the Postmaster Design System, including creation of governance, art direction, file structure and communications working groups to drive higher designer contribution to the system, ultimately building a healthier design system

Liasing with key stakeholders, both within Enterprise Services and beyond, to champion quality customer outcomes.

APRIL 2015 – OCTOBER 2022:

Qantas Digital • Experience Design Lead – Digital Servicing + Relationship Enablement domain

Design Lead for shopping, booking and servicing products including the Qantas booking experience (web and app), digital payments and Manage Booking portal. Heading up a team of designers working across the portfolio, I managed the

workflow and integration of design with the cross functional project squads, multiple stakeholders, and development vendors to deliver value for customers and the business.

In this role I was responsible for setting the domain's product vision and experience strategy. I worked with the team to facilitate discovery programs across the multi-channel customer journey, and considered the many complex technical systems and business problems to find opportunities to define new, simple, and effective solutions throughout the digital and service ecosystem.

As a people leader I built and managed the domain's design team, enhancing capability and culture, while defining career paths for each designer in the team.

A member of the design leadership team, I contributed to the governance of design standards across the airline's digital channels – including our principles and design system, and championing design thinking throughout the wider Qantas Group.

APRIL 2020 – JULY 2020:

Woolies X • Contract Product Designer

Rebrand and redesign of the Everyday Rewards site (COVID Qantas stand down).

SEPTEMBER 2012 – APRIL 2015:

Thoughtwell • Experience Design Consultant

Clients include: ANZ, Cisco, AT&T,

Foxtel, NSW Govt, BigTinCan, Palin Communications

AUGUST 2016 – JUNE 2017:

Academy Xi • Part Time UX Instructor

NOVEMBER 2014 – JULY 2016

General Assembly • Parttime UX Instructor (Intake: UXD23, UXD15, UXD09)

NOVEMBER 2007 – SEPTEMBER 2012:

Tolemy • Digital Art Director

Creative development, studio management. Clients include: Boehringer Ingelheim, Harpers Bazaar, Australian Rugby Union, David Jones, Australian Wool.

JULY 2007 – NOVEMBER 2007:

Kudos Studio • Senior Designer

Creative for clients including EMI Music, Sony BMG, Sydney Entertainment Centre.

FEBRUARY 2006 – JUNE 2007:

Betterby Design • Senior Designer

AUGUST 2003 – FEBRUARY 2006:

What Media • Designer

2000

UWS Nepean (School of Design) • Tutor

references

References available upon request