



**Bret Edward Hargreaves** Product and Design Manager  
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## 01 PERSONAL SUMMARY

I'm a multidisciplinary product and design manager with over a decade industry experience crafting innovative product experiences through strategic thinking to deliver user-centric products across government, entertainment, retail, FMCG and not-for-profit clients such as Telstra, NAB, Coles, Medibank, Cadbury, Optus, WorkSafe Victoria, VicHealth and many more.

**With a passion for visualising innovative solutions by identifying opportunities, I believe the people we work with are clients, the people we work for are their users.**

## 02 EDUCATION

**Advanced Diploma  
Multimedia and Design**  
School of Art Holmesglen  
2004 - 2006

**Certificate II  
Multimedia and Design**  
Chisholm Institute of TAFE  
2002 - 2003

**Victorian Certificate  
of Education**  
Lyndale Secondary College  
2002

## 03 QUALIFICATIONS

**User Experience  
Designer Credential**  
Salesforce  
2021

**User Experience  
Design Fundamentals**  
Udemy  
2020

## 04 AREAS OF EXPERTISE

VISUAL DESIGN

STRATEGY

UX/UI DESIGN

DESIGN SYSTEMS

SYNTHESIS REPORTING

FIGMA

ACCESSIBILITY

CX RESEARCH

WIREFRAMES

STAKEHOLDER MANAGEMENT

PROTOTYPES

WORKSHOPS

JOURNEY MAPPING

BRANDING

IMPACT VALUE

EMAIL MARKETING

ADOBE CREATIVE CLOUD

CREATIVE DIRECTION

SOLUTION DESIGN

## 05 PROFESSIONAL EXPERIENCE

### Product and Design Manager

Seisma; 2021 - Present

- Responsible for constructing and managed a talented, diverse, inclusive team of product designers
- Contributed to strategic decisions that defined the future direction of client products
- Improved overall team performance and health, resource allocation, project prioritisation, and embedded a culture of design excellence
- Pioneered cross-functional collaboration that effectively communicated product goals
- Consistently delivered feasibility and viability that aligned with technology, product strategy and financial targets

### Product Design Lead

Smartapps; 2020 - 2021

- Facilitated conceptual and ideation workshops
- Oversaw the user experience of products and/or features from conception to launch
- Defined, crafted, and evolved design systems and best practice standards that increased efficiencies
- Designed end-to-end flows and experiences for supported technology (e.g., Salesforce, OmniStudio, Bootstrap)
- Delivered high-fidelity assets supporting UX and UI designs ready for development in production

### Product Designer

World Vision Australia; 2017 - 2020

- Defined email marketing strategies that enabled WVA to improve supporter engagement and value
- Increased ROI and market share
- Implemented best practice design principles to inspire, educate and drive action from supporters
- Improved user interactions through market trends, supporter analytics and insights

### Digital Designer

Village Roadshow; 2015 - 2017

- Validated and implemented UX design best practices through research and insights for consumers
- Targeted email marketing campaigns e.g., automation and onboarding, post-purchase, cart abandonment and re-engagement that increased ROI
- Delivered campaigns and corporate branding, identity and style guides for Good Food Guide and Gourmet Traveller

### Digital Designer

Edge Loyalty; 2013 - 2015

- Designed tailor-made consumer promotions to deliver rewards and incentive programs
- Delivered solution packages, from creative concepts; print, advertising, branding and corporate identity
- Implemented UX and UI app and websites
- Conducted user research to maximise insights
- Drove strategic direction for email marketing campaigns

### Freelance Designer

Clemenger Group; 2012 - 2013

- UX designs and front-end development
- Design and developed email campaigns
- Delivered print campaigns and collateral

### Graphic Designer

VM Supplies Pty Ltd; 2006 - 2012

- Developed concepts for company branding and advertising campaigns
- Logos, packaging, and marketing brochures