

# Paul Mitchell Kelly

Strategic experience designer & digital team leader.

## **CX Lavender - Experience Design Director**

Sydney: April 2020 to August 2020 (Contract)

- Bringing experience design leadership and representing the voice of the customer on key client projects.
- Synthesising customer research into tangible customer centric outcomes and conducting product user testing in partnership with senior stakeholders.
- Providing a consultancy approach to evolving co-design methodologies with major financial client accounts.

## **WiTH Collective - Head of Digital Experience**

Sydney: March 2011 to November 2019

- Overseeing all interface design, employed human centred experience design methodologies, ran lean UX and Design Thinking workshops, implemented a brand design delivery framework, mentored staff and managed project delivery as part of the senior leadership team, prepared proposals and took an active role in pitching new business through to project completion.
- Joined as a Digital Designer & Developer in 2011, crafting the design and development of digital experiences.
- Promoted to Head of Design & UX in 2012, leading campaign and brand design briefs for clients while employing user centred research to architect user experience solutions that combine effective design with modern technology.
- Since 2016, as Head of Digital Experience, I oversaw the UX research and design teams and their collaboration with strategic, creative and technology departments. Drove the adoption of Design Thinking tools for innovation and effectiveness while mapping and implementing an agency wide process for consistent delivery of experience briefs.
- Winner of WiTH Collective employee of the year (2013) and recognised as an Innovation Champion within the Dentsu Aegis Network (2019).

## **Spider Online - Digital Design Director**

Glasgow: August 2005 to November 2010

- Leading a digital design team on major client accounts, delivering creative direction while also providing hands on support with extensive experience in the design of web, email and digital campaigns and products.
- Mastered the coding of accessible, standards compliant websites.
- Exposure to online conversion funnels through the development of database driven CMS platforms with e-commerce integration through open source technologies.

## **South Lanarkshire Council - New Media Artist**

Glasgow: May 2005 to August 2006

- Worked closely with arts development officers in the production of a wide range of creative projects involving film, animation, web design and visual art.
- Developed activities and projects through workshops, classes and one-off events, building communication and interpersonal skills.
- Developed projects and programmes that enabled local community groups to access new technologies as creative outlets.

## **Bicycling Australia - Graphic & Web Designer**

Wollongong: August 2003 to March 2005

- Designing ads and magazine layouts for a variety of bicycling brands in multiple publications, creating templates and content for their website plus production of signage and promotional materials for the annual Bicycling Australia Show.
- Developed and unified the family of Bicycling Australia's brand identities.
- Working in a team environment preparing print ready artwork to meet demanding production deadlines requiring excellent organisational and time keeping skills.

## **Freelance - Graphic & Web Designer**

December 2000 to June 2009

- Interpreting briefs from entrepreneurs and non-designers to formulate concepts, finished artwork, corporate branding, film, web and print promotional material.
- Notable clients included: Cordell Jigsaw Zapruder Productions, University of Technology Sydney, University of Wollongong, Skipp Surfboards.



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## Education

### **Master of Creative Arts, with Distinction**

Graphic Design & New Media  
University of Wollongong, 2001.

### **Bachelor of Creative Arts**

Graphic Design & New Media  
University of Wollongong, 2000.

## Awards



### **Public Vote Shortlist**

Qantas Points Destination



### **Highly Commended**

Art Direction  
Digital Website & Microsites  
Mobile Marketing (x2)  
UX, Interface & Navigation Design (x2)



**Gold** – Retail & Direct Sales

**Silver** – eCommerce Experience

**Bronze** – Campaign Brand Experience



**Silver** – Fairfax World's Best Fielder

**Bronze** – Optus Business Olympics

**Bronze** – Qantas Points Destination

**Bronze** – Genea Fertility Census

## Speaker

### **Youngbloods NSW**

The Mobile Generation, July, 2013