

LENNA YOKO BOORD

Senior Product Designer

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PROFILE

I am a Product Designer with 6 years specialising in complex digital products and over 15 years across design disciplines. I craft thoughtful, user-centred experiences that simplify dense systems and high-stakes workflows into interfaces that feel intuitive, accessible, and trustworthy. I thrive where user needs and business goals intersect, having contributed to high-impact B2B and B2C digital products across fintech, government, and infrastructure.

SKILLS

Design Human-centred design · Hi-fidelity prototyping · Information architecture · Design systems · Heuristic evaluation · Inclusive design to WCAG 2.1 AA

Research Qualitative & quantitative research · UX interviews · Contextual inquiry · Usability & accessibility testing · Market & trend analysis

Delivery Agile delivery · Workshop facilitation · Stakeholder management · Risk management · Cross-functional collaboration

Tools Figma · Miro · Jira · Confluence · Trello · Adobe Suite · Google Workspace · Microsoft 365

PROFESSIONAL EXPERIENCE

NAB | Senior Product Designer (Contract)

Jun 2025 – Mar 2026 · Melbourne

Led the design of a B2B internal compliance tool for AUSTRAC Transactional Threshold Record (TTR) verification within NAB's high-volume fintech ecosystem.

- Replaced a 540-column legacy spreadsheet workflow with a focused single-page interface, reducing analyst friction by 71% — from 50 interactions per file to 15.
- Conducted contextual inquiry with a 14-person compliance team to establish a friction baseline, then used that metric to validate the final design.
- Designed a tabbed data architecture grouping 540+ columns into 4 logical categories, eliminating horizontal scrolling and significantly reducing error risk.
- Delivered within NAB's Elevate design system inside the nabONE shell — solving a pattern constraint (no side sheets at MVP1) with a considered single-page alternative.
- Enabled the business to progress automation planning and optimise team resourcing — outcomes not previously possible within the legacy spreadsheet model.

RACV | UX/UI Designer (Contract)

Oct 2024 – Jun 2025 · Melbourne

Supported RACV's digital transformation of its Members Online Account (MOA) platform — modernising insurance and member self-service flows for over one million members.

- Redesigned the payment and refund tracker — separating transactions into tabbed views and replacing opaque backend labels with plain member-facing language.
- Designed a fully digital address-change flow, enabling self-service for a task that previously required members to call a representative.

RACV | UX/UI Designer (Contract) · continued

Oct 2024 – Jun 2025 · Melbourne

- Conducted qualitative user research on the address-change feature; findings served as a primary driver for the MOA product roadmap.
- Identified and resolved a persistent orientation gap in multi-driver policy flows — adding a heading displaying driver number and name throughout the edit process.

CI&T (formerly Transpire) | UX/UI Designer

Jun 2021 – Oct 2024 · Melbourne

Led UX/UI projects across public sector, proptech, and infrastructure in high-stakes, accessibility-focused environments.

VicEmergency App — Emergency Management Victoria

- Led the redesign of the VicEmergency app as a pilot for CALD communities — delivering multilingual support (English, Arabic, Simplified Chinese) and full WCAG 2.1 AA compliance.
- Managed the Vision Australia accessibility audit as both UX designer and project manager — 16 issues identified, all resolved before final sign-off.
- Conducted usability testing with 15 participants across vision-impaired and linguistically diverse communities; ran focus groups via 2M Language Services.
- Translation comprehension rates: 97% Simplified Chinese · 87% Arabic.
- Silver award — Better Future GOV Design Awards 2023, Equity & Inclusion category.

PEXA — API Integration Customer Journey Mapping

- Mapped the end-to-end B2B client experience of integrating PEXA's APIs — delivering research insights and a UX roadmap addressing friction in onboarding, documentation, and developer support.

Chargefox — EV Charging App Enhancements

- Led UX research to improve the end-to-end customer experience of an EV charging app, focused on reducing support centre call volume. Conducted heuristic evaluation and developed a digital self-service solution to streamline issue resolution.

Additional projects: **Transurban** (Road toll calculator), **Kingfisher Trade-In** (Device valuation app), **RACGP** (Professional Development portal), **Fred IT** (Pharmaceutical digital scripts)

Freelance | Head of Costume Design — Advertising

2010 – 2021 · Sydney · Melbourne · LA · NYC

- Led creative departments for high-pressure film and advertising productions, delivering quality for globally recognised brands on demanding timelines.
- Developed core skills in stakeholder management, rapid problem-solving, brief interpretation, and budget delivery — all of which transferred directly into UX practice.

EDUCATION

UX Design — Immersive · General Assembly	2021
Project Management — Elevate · Academy XI	2023
Certified Scrum Master · Scrum Alliance	2023
AMI Graduate Certificate — Montessori · Montessori Training Centre	2015
Fashion Design — Diploma · Sydney Institute of Technology	2001

AWARDS

Silver · Better Future GOV Design Awards 2023 · Equity & Inclusion category · VicEmergency Plus (Emergency Management Victoria / CI&T)

WORKING RIGHTS

Japanese citizen with full working rights in Japan. No visa sponsorship required.