George Metaxas
Experience Designer

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Skills

- Product design
- Interaction design
- Information architecture development and flow maps
- Branding
- Usability research and testing
- Prototyping
- UX copywriting
- SEO, analytics and A/B testing

- HTML/CSS
- ReactJS

Tools

- Figma
- Sketch
- InVision
- Adobe Suite
- Jira
- Google Analytics
- Google Optimize
- Wordpress, Wix, and Webflow
- Shopify
- Zendesk

Education

General Assembly
Visual Design
2015

Deakin University
Bachelor of Information Technology
2007 - 2009

Employment history

JB Hi-Fi │ Senior Experience Designer
April 2020 - Present

- Worked on Conversion Rate Optimisation enhancements contributing to increased revenue
- Designed and led the Information Architecture uplift for a new Help Centre utilising Zendesk
- Ongoing support for multiple small projects and enhancements including implementing design and content changes for online product reviews which saw a 10% increase in products review coverage within 4 months
- Led design and content refresh for all customer facing transactional communications through coordinating business stakeholders and working with a team of legends to drive the complete re-architecture of how JB send order communications to customers focused on reducing customer service enquiries, providing a new content framework, uplifting overall design and bringing through the JB brand and tone of voice
- Produced the experience for key initiatives as a result of COVID lockdowns including Contactless Collect and facilitating Contactless returns connecting in-store processes with online enablement.
- Driven the ongoing development of a global design system being used across multiple applications both customer and staff facing which has led the development of a Storybook component library being used across multiple engineering teams

Metaxas Design & Development │ Freelancer (Remote)
January 2009 - Present

- Website and eCommerce design and development for multiple clients across different industries
- Website build using multiple system ranging from scratch (HMTL/CSS) to Wordpress, Wix, SquareSpace and Shopify.
- UX consultation and product design across large scale web applications, CRM project management applications and mobile apps with extensive knowledge in UX patterns across iOS, Android and wearables.
- Developed and defined branding for various businesses and applications
- Marketing landing page, email and content design and build
- Successful SEO implementation for multiple websites

Object Consulting │ UI/UX Designer (Remote)
May 2018 - August 2018

- Completed 2 projects for government clients, Land Use Victoria and Sustainability Victoria.
- Analysing analytics and conducting user research to assess current pain points and insights into potential UX improvements to the applications
- Produce wireframes and and final UI clickable prototype for client presentation for a proposed new version of an existing 12 year old workflow application for town planning and permits with over 4000 users
- Develop new UI direction and implementing recent branding refresh of application used by over 2000 schools
- Produce design variations for the client and incorporate feedback and analytics usage behaviour
- Style guide analysis and development that was to be used for future projects to maintain consistency and bring in best practice patterns across Land Use Victoria applications and websites
- Worked with development team to provide CSS changes to apply new design

ahm health insurance
UX Lead
November 2016 - April 2018

- Grew our in-house design resources from 1 to 3 to support multiple projects including the rebuild and design of the entire member services application and help the business deliver faster and more effectively to customers
- Established working relationships with our marketing and brand team to deliver direction on a consistent design approach to the areas of; digital, marketing communications, advertising creative and print collateral.
- Led the direction of a new illustration style to add to the ahm brand suite of assets.

- Worked with key stakeholders to deliver new Zendesk help centre by leading the execution, information architecture, content development and migration of multiple content sources into one platform delivering significant costs savings to the business. I was responsible for the content management and maintenance of this asset.
- Built on my programming skills by contributing regular front-end and content updates to our sites in ReactJS architecture enabling the development team to focus more on new features and large scale updates

UI/UX Designer
November 2015 - April 2016

- Design and development of new digital experiences to drive sales and support a growing member base.
- Becoming a trusted in-house design resource across the business to deliver digital and print collateral for members including a redesign of all product brochures.
- Build interactive prototypes and conduct user testing and interviews support product managers in prioritising new features and enhancements based on user feedback and data
- Led the UI/UX design for a revamp of the ahm member's website focusing on addressing current pain points, allowing us to align to our brand value of keeping it simple and easy. The new design direction pathed the way for future enhancements and features.
- Produced a new design system for all email communications with our marketing team to align branding and promote better engagement with members.
- Led the design of revenue optimisation initiatives to the sales purchase experience driven by data insights. to deliver a 20% uplift in revenue year on year. This piece involved developing a new join form design that was then used across our members website bringing together the overall design consistency across all ahm experiences.
- Supported our analytics team to define and design multiple test and learn initiatives to improve the experience and further propel the sales journey – which was a first for the ahm digital team!

Australia Post
UI/UX Designer
June 2012 - October 2015

- I received a 5 month consignment to transition from my developer role into the business team as Digital Design Lead. Managing a small team, I was given higher responsibilities to manage the increasing flow of work coming in. This included people management responsibilities and being across multiple large projects occurring simultaneously. The largest of which was the re-development and design of the whole Australia Post website.
- Conducted regular review sessions with the brand team across many digital projects to ensure consistency correct application of all new brand elements across multiple assets
- Led the UI/UX design for the new Australia Post mobile website with a small sub set of our team, tasked to define and develop a new mobile experience for our customers based on usage and analytics.
- Built prototypes and conducted user research and testing sessions
- Led the UI/UX design for a new bulk ordering system for financial products. I worked directly with stakeholders to turn complex requirements and user stories into a simple, clean application for large business and corporate customers.
- Developed a new brand approach and design to simplifying our email communications for parcel tracking.
- Developed multiple style guide and handover documentation for developers eventually shifting to a better workflow and trying out different tools like Zeplin to speed up the process of handover and development so we could release faster to customers

Front-end Developer
February 2011 - June 2012

- BAU CMS management of Australia Post website, working with stakeholders across the business
- Became the core developer on multiple campaign pages and coding of monthly marketing emails
- Co-designed and developed with a partner agency the front-end of a new online mail redirection service. This also included the front end development of a single sign on application.
- Led the interface design of new iMac and iPad web terminals, placed in over 36 Australia Post super store locations.