

# Ina Simpson

## Product & Service Designer

hello@inasimpson.com | [LinkedIn Profile](#) | [inasimpson.com](#) | Sydney, NSW, Australia | +61 459 448 017

Product & Service Designer based in Sydney with five years of experience designing human-centred solutions, complemented by a decade within the broader design industry. Skilled in leading the entire design process from discovery to delivery, creating meaningful experiences across a wide range of industries, technologies, and target audiences.

### Core Skills

- Design Methodology: user research, journey mapping, ideation, prototyping, usability testing and translating ideas into production-ready interfaces
- End-to-end design leadership, collaborating closely with cross-functional teams across business, product, engineering, data science and content
- Technical empathy, bridging technical possibilities with real human needs
- Emerging technology and trend awareness to inform meaningful, trustworthy and feasible design decisions

### Professional Development | May 2024 - May 2026

During a visa-related employment gap, I used the time to actively upskill in AI and deepen my knowledge of emerging design practices. This included completing several AI certifications and exploring how AI can be applied thoughtfully, responsibly and usefully within product, service and organisational design contexts.

I also built practical AI-supported design tools, including a problem statement and value proposition generator using Claude Artifacts, and provided product strategy consulting for independent passion projects. This period helped me become a stronger designer by sharpening my design process and giving me practical experience building and applying AI tools that can accelerate and enhance key stages of my work.

### Work Experience

#### Senior Product & Service Designer | Zuhlke Technology Group | January 2022 - March 2024

*Zuhlke Technology Group is a global innovation and technology consultancy delivering digital products and services for large international clients.*

- Facilitated discovery phases with real users for several complex, data-intensive scientific software applications for an international organisation, using in-depth research to uncover unmet needs, identify opportunities, shape product roadmaps, and prevent investment in concepts with limited strategic or user value.
- Led the exploration phase for an AI-powered internal dashboard tool at a large European bank, applying design methodology to inform product strategy, challenge initial solution assumptions, and uncover feasible, human-centred technology opportunities.
- Acted as an advocate for human-centred design and service design within the company.
- Mentored several junior designers, providing ongoing guidance and support.

## **Mid-Level Product & Service Designer** | Zuhlke Technology Group | January 2021 - December 2021

- Designed and delivered HSBC UK's first mobile investment journey from concept to market launch, using user research, ideation and prototyping to shape the product experience and contribute to a 90%+ increase in new business that year.
- Managed complex stakeholder relationships, owning the design vision for strategically vital experiences.
- Facilitated and led large-scale stakeholder and client workshops, applying Design Thinking methodology to drive consensus and innovation.

## **Junior Product & Service Designer** | Zuhlke Technology Group | March 2020 - December 2020

- Designed a scientific software suite for an international organisation, mapping interconnected workflows and aligning multiple systems into a cohesive product experience that supported user needs and organisational goals. This project resulted in high employee satisfaction and product adoption.
- Delivered an augmented reality tool for an industrial machinery client, helping employees access contextual information and complete maintenance tasks more efficiently.

Work on these projects involved:

- User interviews and facilitation of collaborative workshops to elicit and understand business requirements, user needs, pains, and behaviours.
- Translating insights into scalable solutions, validating designs via prototyping and testing.
- Writing effective UX copy to create a more user-friendly experience and give users greater confidence, especially when navigating error states.
- Holding ownership of deliverables, while collaborating with cross-functional teams in an agile environment.

## **Visual Designer** | April 2019 - September 2019

Ready2order

## **Visual & UI Designer** | July 2016 - March 2018

blueprint.tv

## **Education & Training**

Master of Arts Digital Film & TV Production | University of York, UK | October 2013 - January 2015

Bachelor of Arts Theatre, Film & Media | University of Vienna, Austria | March 2009 - June 2012

**Further training:** Google AI Professional, AI for Design, AI Product Strategy, Vibe Coding Essentials, Systems Thinking Basics, IDEO Design Thinking, Document Usability Mapping, IREB, UX Talent Garden

## **Methods & Tools**

- **Design Methodologies & Principles:** Human-centred design (HCD), Design Thinking, user research, product strategy, service design, experience prototyping
- **AI-enhanced Design Workflow:** Applying AI across discovery, definition, ideation, design and testing, including market research, competitor analysis, user research planning, research synthesis, problem framing, value propositions, HMW questions, code-assisted prototyping, high-fidelity UI development, UX copy, heuristic review, insight summaries and stakeholder presentations.
- **Collaboration & Communication:** Stakeholder Management, Client Relations, Agile, Workshop Facilitation
- **Tools & Software:** Claude (Chat, Code, Artifacts), ChatGPT, Gemini, NotebookLM, Google AI Studio, Paper, Figma, Miro, Adobe Creative Suite, Atlassian, Microsoft Office
- **Languages:** English (Fluent), German (Native), Slovak (Native)

**Australian Work Rights**

Permanent Resident of Australia