

# Eleonor Collins

Greater Western Sydney, NSW, Australia

[www.eleonorcollins.com](http://www.eleonorcollins.com)

## Senior Product Designer

### Executive Profile

A visionary **Senior Product Designer** with a 17-year track record of architecting user experience strategies across high-stakes, heavily regulated sectors, including fintech, healthtech, enterprise software, and energy. Proven expertise in translating complex legal frameworks, policy structures, and data sets into highly scalable, accessible digital ecosystems.

A deliberate cross-sector career path has driven a deep mastery of enterprise-level design challenges. This includes spearheading organisational DesignOps, shaping corporate product visions, influencing C-suite strategy, and pioneering WCAG 2.2 AA/AAA compliance frameworks. Renowned for establishing design system governance that unites engineering and design pipelines to optimise cross-functional delivery speed and product consistency.

### Core Skills & Signature Strengths

- **Strategic Design Leadership:** Enterprise UX/UI Strategy, Executive Stakeholder Influence, Product Vision Alignment, Cross-Functional Leadership.
- **Design Systems & Governance:** Component Library Governance, Scaling Enterprise-Level Systems, DesignOps Frameworks, Design-to-Development Handoff Optimisation.
- **Regulatory & Compliance Design:** Complex Policy Interpretation, WCAG 2.2 AA/AAA Digital Accessibility Standards, High-Stakes Risk Mitigation.
- **Research & Service Design:** End-to-End Service Design, Human-Centred Design (HCD) Methodologies, Advanced Interactive Prototyping, Usability Testing Foundations.
- **Technical Ecosystems:** Figma (Expert/System Administrator), Agile/Scrum Methodologies, Rapid Iteration Frameworks.

### Executive Leadership & Professional Experience

#### Senior Design Consultant & Advisory (Retained Practice)

Greater Western Sydney / Remote | March 2025 – Present

Established a strategic design advisory providing high-level HCD frameworks, product visioning, and enterprise UX scaling for emerging and established brands. Served as a retained consultant driving design transformation across energy, health, and consumer platforms.

- **Strategic Capability Uplift:** Completed an executive-level UX Design Career Launcher initiative with Harness Projects, applying cutting-edge HCD methodology to architect a comprehensive enterprise system redesign for *My1Health*.
- **ivygo (EV Infrastructure):** Retained to formulate a sophisticated B2B UX research paradigm and mobile ecosystem narrative for an electric vehicle charging network, standardizing user models to bridge the gap between private and enterprise charger assets.
- **SiteMate Project (Enterprise Data):** Designed an enterprise-grade mobile search and data-filtering framework, reducing user interaction cost by 50% and establishing seamless data discoverability for high-density information arrays.
- **ketch-Up Project (Mobile Ecosystems):** Spearheaded the end-to-end design strategy for core mobile and event-matching infrastructure; engineered refined visual hierarchies and

streamlined interactions that mitigated user drop-off by an estimated 15%.

- **Battered Brilliance Project (Growth Architecture):** Conducted a holistic customer experience (CX) and performance-driven optimization overhaul, boosting user acquisition by 30% through targeted structural design updates.

## October 2024 – Feb 2025

Planned Career & Health Sabbatical

## QBE Insurance | Senior UX/UI Designer

Global UX Design & Innovation Team | February 2024 – October 2024

Handpicked for the global innovation division to orchestrate the digital modernization and user-experience strategy for highly complex insurance environments.

- **Digital Modernisation Strategy:** Directed the design architecture and structural migration of core B2C Single Page Applications (SPAs), yielding a documented 25% improvement in consumer task success rates.
- **Translating Regulatory Complexity:** Decoupled intricate operational logic and legal policy mandates into seamless, brand-aligned user journeys, improving product engagement through clarity and strict accessibility compliance.
- **C-Suite & Global Alignment:** Navigated a highly Matrixed stakeholder environment, aligning product vision daily with Global Lead Designers, Senior Business Analysts, and engineering leads to guarantee technical viability and brand integrity.

## Neuronimbus | UX/UI Design Lead (Secured for Healius)

Enterprise Health Services | June 2023 – February 2024

Appointed to champion design system modernisation and product design strategy for one of Australia's largest healthcare networks.

- **Enterprise Design System Governance:** Pioneered the overhaul, scaling, and operational management of the *Healius Core Components and Brand Libraries* in Figma, successfully supporting a network of over 7,600 scientists and 2,000 collection centres nationwide.
- **Operational Efficiency:** Streamlined the design-to-development pipeline, accelerating handoff speed by 50% through component-driven design governance.
- **High-Impact Product Delivery:** Maintained end-to-end design ownership for high-volume nationwide products including *Request Manager* and *Patient Preferences*, supporting 149 clinical imaging facilities across Australia.
- **Clinical Policy Translation:** Partnered closely with Lead Business Analysts to translate dense, clinical requirements into highly intuitive digital interfaces and operational guides for the Pathology Collectors Portal.

## Autism360 | Founding UX Lead

Digital Therapeutics Start-Up | January 2023 – April 2023

Brought on as the inaugural in-house UX leader to define the organisational design identity, build internal capabilities, and align digital product strategies with high-growth business objectives.

- **DesignOps Establishment:** Revolutionised internal cross-functional workflows and

created operational "ways of working," accelerating team sprint velocity by 25% through advanced transparency models and software integrations.

- **Strategic Executive Partnership:** Collaborated directly with the CTO and corporate founders to establish a scalable product roadmap designed specifically for vulnerable user groups, parents, and carers.
- **Agile Leadership:** Managed end-to-end UX lifecycle production within rapid, fortnightly sprint schedules, successfully maintaining a "one-sprint-ahead" design lead to optimise engineering development pipelines.

For more work experience history visit my [LinkedIn profile](#).

## Education & Credentials

- **UX Design Career Launcher** | Harness Projects (Concluded May 2026)
- **Customer Experience Strategy and Design** | RMIT University (2022)
- **UI/UX Design Certification (GPA: 85)** | Curtin University (2018)
- **UX and UI Advanced Design** | The Design Centre Enmore TAFE (2016)
- **Bachelor of Design (Visual Communication)** | Western Sydney University (2005)

## Honours & Professional Interests

- **Awards:** Top 10 Finalist – Synthetix Global UX/UI Designer Challenge (2021).
- **Interests:** Sustainable gardening, structural architecture, recreational softball, and artisan cake sculpture.