

Elliot Midson

Product Designer

I am a digital product designer with 16+ years of experience building thoughtful, scalable design solutions across web, print, app, and product. I combine a deep love of crafting UI and motion with front-end dev skills to ship polished, engaging features.

Work Experience

Alt League Lead Product Designer	<ul style="list-style-type: none"> Lead design and front-end implementation of product features, from concept through to live code Develop and maintain a design system in Figma and React Storybook Concept high-fidelity product ideas into robust prototypes and working MVP product Map user flows and product journeys 	May 2022 to Present
Culture Amp Senior Product Designer (Design Systems)	<ul style="list-style-type: none"> Work in a dedicated design system team, helping to manage the implementation of the products design system Uplift existing components visual styles and ideate future state interface patterns Led a revamp an out of date Figma Library to match the code base and work better for consumers Write guidance explaining component usage and implementation for new and existing components Collaborate with developers to achieve better accessibility standards product wide 	Oct 2022 to May 2022
Macquarie Bank Senior UI/Interaction Designer (contract)	<ul style="list-style-type: none"> Build and maintain design system components for the Macquarie Home Loans product team Create interactive and animated prototypes to express complex component interactions Formulate design solutions based on data and consumer research Create detailed feature specification documents for development handover 	Mar 2021 to Oct 2022
Paper Giant Senior Interaction Designer	<ul style="list-style-type: none"> Bring together user needs, business goals and technical realities to create a unique experience for all user types Engage in in-person and remote user research and testing Rapidly generate different prototypes, ranging from paper sketching to high-fidelity digital mock-ups in response to research findings Effectively communicate research findings, conceptual ideas, and design rationale both verbally and visually 	Oct 2019 to Feb 2021

Work Experience
cont.

Carter, Versa, Paper Giant (contract)	Lead designer on a variety of websites including Swimwear Galore, Childrens Court of Victoria, ANZ Intranet and AIA Insurance Advisor portal	Feb 2019 to Oct 2019
Tundra Senior Digital Designer	Design interfaces, websites, apps and digital media for a wide range of clients including Nike, MediBank and Slater & Gordon.	Mar 2017 to Feb 2019
CHE Proximity Senior Digital	Work within dedicated production teams to create design digital solutions for clients such as Telstra, Mazda and AusSuper.	Mar 2016 to Feb 2017
Deepend	Design interfaces, website designs and digital media for a wide range of clients including ANZ, Scenic Tours, ACMI	Oct 2013 to
Winning Media Graphic Designer		Jul 2012 to Oct 2013
Binge Advertising Mid Weight Designer		Nov 2011 to Jul 2012
Letchford Photography Graphic Designer/Image Retoucher		Mar 2010 to Aug 2011
Winning Media Junior Graphic Designer		Mar 2008 to Jan 2010

Qualifications

QANTM College Diploma of Multimedia (Graphic Art) – Scholarship	2007
Certificate III in Information Technology (Network Administration)	2006
Certificate III in Business Communication	2006