



UI/UX & Product Designer with 10+ years experience in end-to-end design, creating elegant, intuitive digital solutions that simplify the user journey. Expert in translating complex user research into accessible, high-fidelity interfaces (Figma), and recognised for a rare blend of conversion-focused and aesthetically brilliant design skills pivotal to product success.

Professional experience



UI/UX Designer | WorkSafe Victoria

Geelong, VIC, Australia (Hybrid) | June 2019 – Present (6 years 5 months)

- Spearheaded end-to-end design activities across multiple high-priority projects, moving from initial user research and synthesis through to low and high-fidelity prototyping and final delivery.
- Pivoted core product experiences by collaborating effectively with Product Owners, BAs, developers, and testers, translating complex requirements into actionable design roadmaps.
- Established and maintained the Figma design system and component libraries, ensuring design consistency across agency platforms and supporting accelerated team velocity.
- Conducted in-depth user interviews and usability testing, synthesising qualitative and quantitative data to identify user needs and validate design solutions, ensuring product roadmaps were user-led.
- Drove visual design excellence, utilising expert proficiency in Figma to create and maintain accessible, beautiful, and genuinely easy-to-use user interfaces (UI) and design components.



Design Lead / Digital Designer | Social Garden – Enterprise Customer Acquisition

Melbourne, Australia | July 2015 – March 2018 (2 years 9 months)

- Shattered conversion goals for lead generation campaigns across property and education sectors, delivering great results that always exceeded expectations by raising average rates from 3.5% to above 5%.
- Optimised and delivered over 200 high-volume campaigns, ensuring design was focused on conversion while demonstrating an amazing creative eye that aesthetically elevated client brands—a rare dual skill set.
- Led a design change to implement a human-centred and design thinking approach across all aspects of the business, fostering a user-first culture.
- Trained and mentored a design team of up to 8 members on process, strategy, visual design, conversion optimisation, productivity, and well-being.
- Redesigned the lead generation campaign process from end to end, significantly improving team collaboration, productivity, quality, and overall results.



Freelance UI/UX Designer | Simon Eramo

Melbourne, Australia | December 2012 – June 2019 (6 years 7 months)

- Managed end-to-end design for a portfolio of small to medium clients, spanning website creation, marketing creative, and corporate identity projects.
- Proactively acquired and mastered front-end design and development tools (Sketch App, Sublime Text, Visual Code Studio, Modular CSS) to enhance design-to-development handoff and understanding.
- Improved knowledge and application of core design methodologies, including design history, Lean, Agile, and advanced user experience processes.



Digital Designer / Front End Developer | [lid] digital agency

Melbourne, Australia | August 2013 – June 2014 (11 months)

- Provided end-to-end website creation services, including account management, User Experience design, Visual Design, and Front-end Development.
- Created a front-end and modular HTML and CSS framework to enable quick setup and development of web applications, improving team efficiency.

Education



Swinburne University of Technology

Design-Digital Degree, Multimedia / 2011 – 2011



Shillington College

Certificate III, Pre Press / 2007 – 2007



RMIT

Advanced Diploma, Multimedia / 2009 – 2010



Tenison Woods College

Year 12, SACE / 1995 – 2000

Skills and Technologies

UX & Product Strategy

- End-to-End Design Process: Comprehensive experience from discovery research through to final implementation and measurement (Lean/Agile, Design Thinking).
- User Research & Analysis: In-depth user interviews, usability testing, synthesising data, and developing empathy to truly understand user needs. (Tools: User Testing, Google Analytics and Hotjar).
- Wire-framing & Prototyping: Creation of diverse Lo-Fi (Miro, FigJam and Balsamiq) and Hi-Fi prototypes (Figma, In-browser testing) to analyse problems and test solutions.
- Design Systems: Expert application and contribution to component libraries, patterns, and style guides.

Visual & Interaction Design

- UI/Visual Design: Driving visual excellence, component creation, and adherence to Accessibility Standards (WCAG).
- Interaction Design: Defining elegant user flows, focusing on graceful error acceptance and providing clear, actionable feedback.
- Conversion Optimisation: Designing interfaces specifically to maximise business-critical outcomes (e.g., lead generation).

Technical & Collaboration Tools

- Design Software: Figma (Expert), Sketch App, Adobe Creative Suite (Photoshop, Illustrator), Miro, FigJam.
- Technical Understanding: Solid knowledge of front-end development principles (HTML, CSS, SCSS) for effective collaboration and efficient design-to-development handoff.
- Technical Understanding: Expertise in Jamstack development, specifically implementing static and serverless architectures with the Astro framework and utility-first styling via Tailwind CSS.
- Technical Understanding: Strong foundation in core front-end technologies: HTML, CSS, and basic JavaScript. Proficient in utilising CSS frameworks, including Tailwind CSS and Bootstrap, for rapid, responsive development.
- Project Management & Collaboration: JIRA, Confluence, Monday, Trello, working effectively with diverse cross-functional teams.
- Soft Skills: Collaborative Leadership, Stakeholder Management, Mentorship, Problem-Solving (analysing root problems and testing solutions), Constructive Feedback.

Clients and projects



Testimonials

Simon was a brilliant UX designer and team member. He has a great eye for detail with UI design, was able to set up and maintain a figma design system, and highly competent at creating user centric solutions. Simon has great technical knowledge and is highly competent to collaborate well with PO's, BA's, developers and testers. He works well autonomously and always produces well thought out and high quality designs and prototypes which have been pivotal in establishing some core products and experiences. Would highly recommend Simon as a valuable and competent UI/UX/Product designer.



Lucy Roze

Lead Designer – WorkSafe

I had the pleasure of working with Simon on a number UI/UX projects at WorkSafe Victoria. He helped us deliver new product features for the myWorkSafe user portal and the design system behind it. Simon's got a great eye for detail, strong technical know-how, and a real knack for creating simple, effective, user-friendly solutions. What really stands out though is his easy-going, friendly nature. He's calm under pressure, always happy to help, and just great to collaborate with. A super talented designer and an all-round good human. Highly recommend Simon.



Jarrath Sweetten

Senior Designer – WorkSafe

I have had the pleasure to work with and alongside Simon on various projects web based customer facing designs to full design system improvements and then to interrogating design problems across various projects for a salesforce crm, helping to further our work to a higher level of professionalism each time. It has been a pleasure to work with him and trust in what he delivers and brings to the table. He landed a lot of great design work across a lot of finished formats while at Worksafe.



Adam Gardiner

Senior Designer – WorkSafe

References

Lucy Roze

Design Lead at WorkSafe

Phone: 0403 187 175

Jarrath Sweetney

Senior Designer at WorkSafe

Phone: 0407 438 596

Adam Gardener

Senior Designer at WorkSafe

Phone: 0416 149 622

Hobbies and interests

Enjoy spending time with my son, Rocky.

Passionate about mechanics and design, currently focused on restoring a classic HZ Holden Sedan.

Dedicated follower of AFL (Go Bombers!) and NBA.

Keen interest in developing skills in cooking and baking.

JAMstack sites, bulding small sites, Jamstack is a method for building fast, lightweight web applications.

View works at simoneramo.com

Contact me directly on 0404 728 567