Jess Southey

Product Designer • User Experience Designer
Graphic Designer • Illustrator • Fine Artist

A multi-disciplinary designer with a passion for people, data and meaningful design. Throughout my career I have been fortunate to work on projects that are grounded in creating tech solutions for improving the welfare of both people and planet.

Projects I have been involved with so far have included; measuring, reporting and reducing noise exposure to protect the auditory health of orchestral musicians, simplifying entry to carbon projects for farmers to facilitate agricultural land restoration, creating educational materials to advance understanding of soil health, working alongside and improving the workflow for land decontamination companies and increasing community engagement on nature-based restoration projects.

I am continually interested in new industries and the application of good design to increase uptake of new ideas and projects. I am passionate about making people's lives easier among the difficult curveballs life throws our way, and increasing accessibility of beneficial technology and knowledge.

Skills

User Experience Design
User Interface Design
Interaction Design
User Research and Testing
User Personas
Visual Design
Storyboarding
Rapid Prototypes
User Flows and Journey Mapping
Feature Prioritisation
Affinity Mapping
Brand Direction

Tools

Figma
Webflow
Wordpress
Adobe Suite (Illustrator, Indesign, Premiere Pro, Lightroom)
Google Suite (Docs, Slides, Sheets)
Microsoft 365 Suite (Word, Powerpoint, Excel)
Visual Studio Code
Basic HTML/CSS

Additional Skills

Logo Design, Visual Art, Illustration, Digital Art, Website Design

Product Designer – Verity Nature

JAN 2024 – PRESENT

Responsibilities include designing web applications to increase community engagement for nature-based solutions. Mobile and web-app designs for tracking of user contributions to the project, facilitating a sense of community, gamification and incentives to participate, reporting mechanisms for various stakeholders. Branding, style direction, guidelines, template creation, and marketing materials.

Product Designer – RC Labs

APRIL 2023 – PRESENT

Product design to assist with brand and product development across various projects including monitoring noise exposure to protect the audio health of orchestral members, various land decontamination projects, monitoring systems and bioremediation projects.

Product Designer – Ryzo Pty Ltd

JAN 2022 – DEC 2023

Responsibilities included designing various web-app solutions for products related to helping farmers effectively manage complex requirements for registering and executing carbon projects with the Clean Energy Regulator. Translating complex requirements and scientific terminology from various methodologies into simple information and interfaces for farmers. Designing, maintaining and developing Webflow and Wordpress websites. Email and social media campaign designs, branding design and maintenance of design systems.

Qualifications

- 2021 – UX/UI Certificate – *Monash University*
- 2017 – Certificate IV Design – *Martin College*
- 2014 – Bachelor of Arts (Psychology) – *Monash University*

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PRODUCT DEVELOPMENT & WEB APPLICATION

Sottovoce

Developed hardware & software solutions to offer proactive monitoring and alert systems for performing musicians to transform the field of auditory safety from a tactical requirement to a strategic asset.

Core Deliverables:

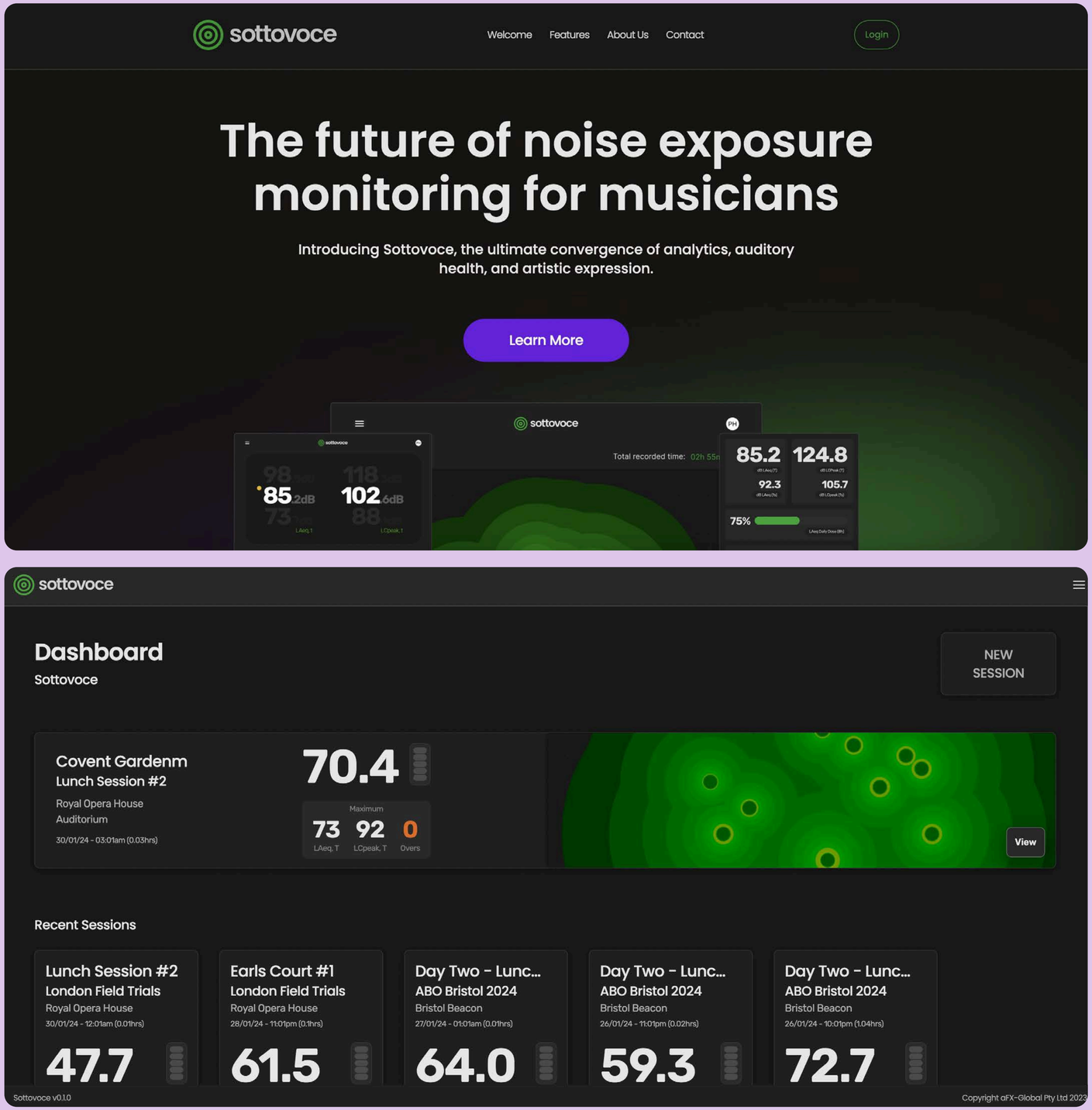
- Lead design of the web application from low–fi through to final prototypes
- Web Application design for monitoring live recordings, analytics, report generation, cloud integration
- Real–time data for noise level exposure during a performance, in a clear, uncluttered interface
- Interactive heat-maps and location mapping of performers on stage
- Input into the design of the hardware to reduce distraction on stage
- One–page marketing website
- Branding & style direction

Impact:

- Several major orchestras across Australia are now using the aria devices and accompanying software to monitor noise levels throughout their performances including Sydney Symphony Orchestra, West Australian Symphony Orchestra and Orchestra Victoria, all who signed up as pre–development partners and have provided overwhelmingly positive feedback.
- Increased visibility of noise impact on individual performers
- Actionable insights for when and where to reduce noise exposure on stage by using physical placement of sound barriers, adjusting seating positions or use of ear plugs

Good Design Award Winner 2024

GOOD DESIGN AWARD® WINNER



WEB APPLICATION

IMS Design

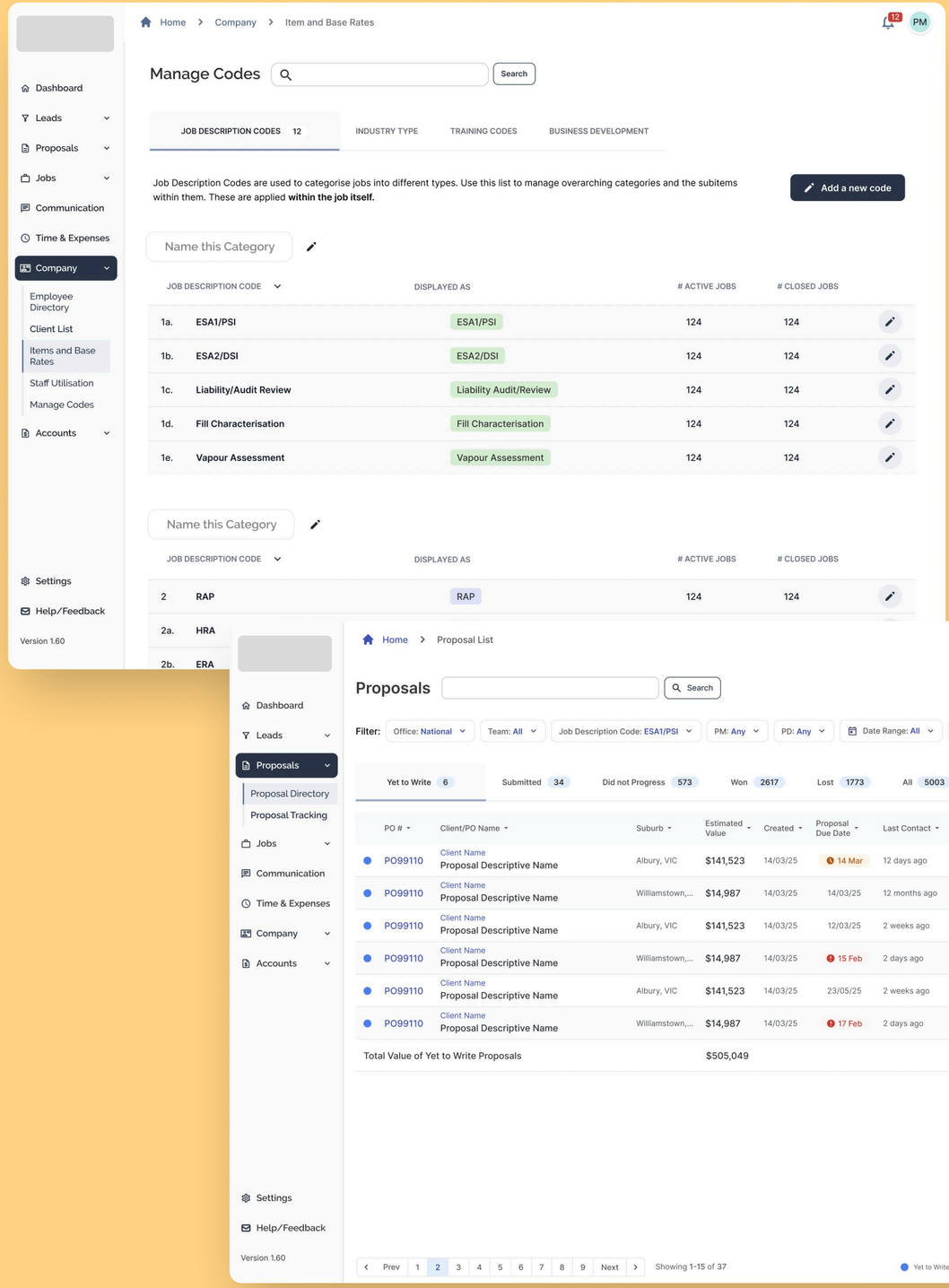
An Internal Management System redesign that focused on restructuring and reintegrating 20 years worth of data from Microsoft Access to a new web–based application. A highly complex project working closely with leadership to meet new and old business objectives.

Core Deliverables:

- Engaged in extensive user research with various employees and leadership team members in the company to determine which parts of their previous software worked well for them, what could be improved and what we could build to meet new business objectives
- New design of Lead, Proposal and Job Management
- Redesign of the Client Database to improve client relationship tracking and lead tracking
- Upgraded and cleaned the Employee Database
- Added the ability to update and keep Client Communication Logs for project wide visibility of progress so that any member of the project team could attend to client needs
- Introduced Activity Logs to track status updates and changes to the projects
- Expanded Invoice Tracking to include forecast invoices to improve financial projects, redesigned the interface to make it clear when invoices were overdue
- A Proposal Management system to create quotes and proposals for new work
- Improvements to Timesheets and Time Utilisation
- Introduced Equipment Tracking for shared equipment availability across the company
- Overhaul to Financial Tracking functionality to improve clarity and future projections
- Company Performance Analytics through real–time databases
- Branding & Style Direction to provide a clean, modern interface

Impact:

- Significantly higher visibility on company–wide financials and forecasting
- Increased visibility on current and ongoing projects and clients relationships
- Increased focus on company growth; improved lead tracking and business development opportunities.



WEB APPLICATION

Ryzo Carbon Management Platform

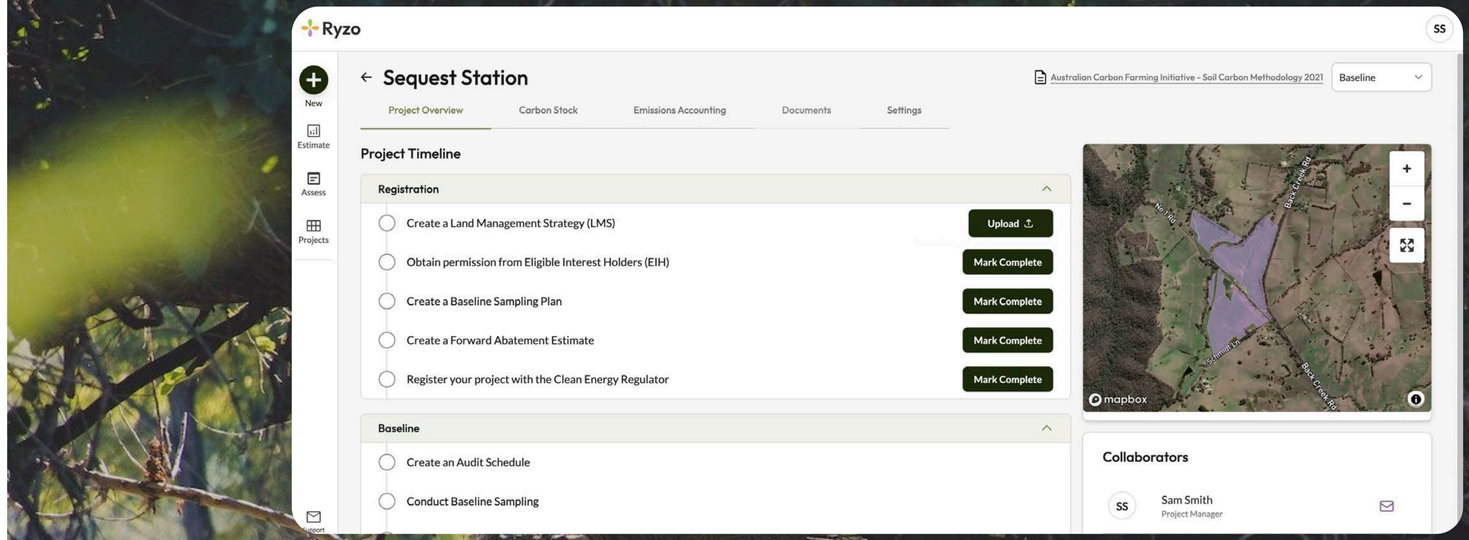
A SaaS platform developed to simplify and streamline the process of running a carbon project while meeting requirements of the Clean Energy Regulator. Aligning our tools to the available methodologies, we designed software solutions for end–to–end project management for farmers and project developers.

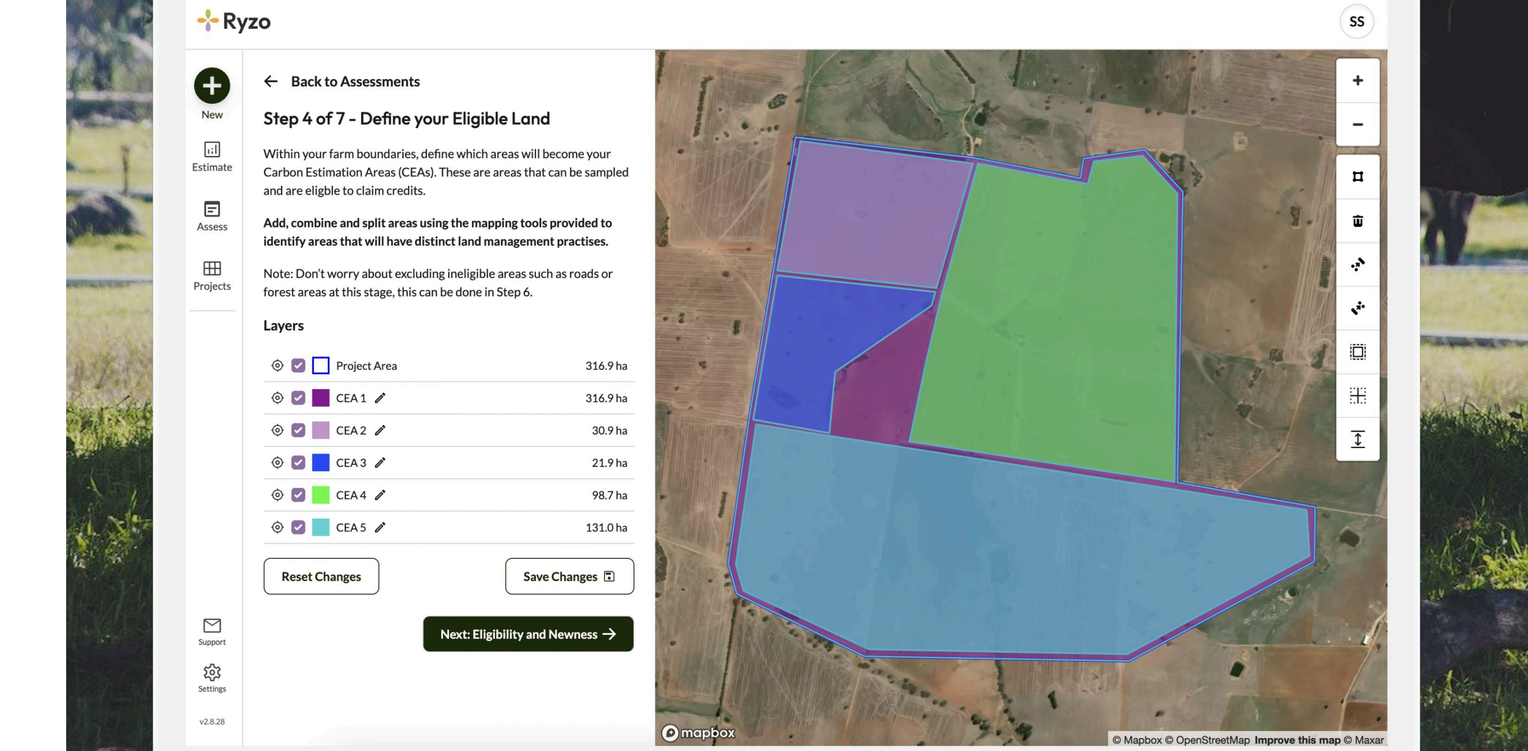
Core Deliverables:

- Created an interface to clearly display hundreds of optimised sampling points generated by a patented algorithm that reduces error and sampling costs.
- Designed a complete 7–step Project Viability Assessment to determine if a carbon project is suitable for a property & estimate costs for potential clients
- Designed an end–to–end platform for full management throughout all cycles of the carbon project
- Translating complex methodology requirements to assist farmers & project developers to understand obligations and timing of submissions required at each stage of the project
- Created emission accounting tools to keep track of on–farm emissions each year and perform all the time consuming calculations needed to determine net abatement at the time of crediting
- Map–drawing tools, carbon estimation area allocation, land–use strategies and reports.
- Branding & style direction, marketing collateral and strategy

Impact:

- The Ryzo platform assessed over 2.4 million hectares of agricultural land and captured one third of the Australian Soil Carbon market
- Increased reliability of soil sampling through a patented algorithm, resulting in less samples for more accurate quantification of carbon and net abatement calculations
- Simplified emissions reporting and reduced time spent on complex calculations
- Increased understanding of obligations and presented materials in a way that aligned with farmers' business objectives





MOBILE APP

Digitally Integrated Ground Sampling (DIGS)

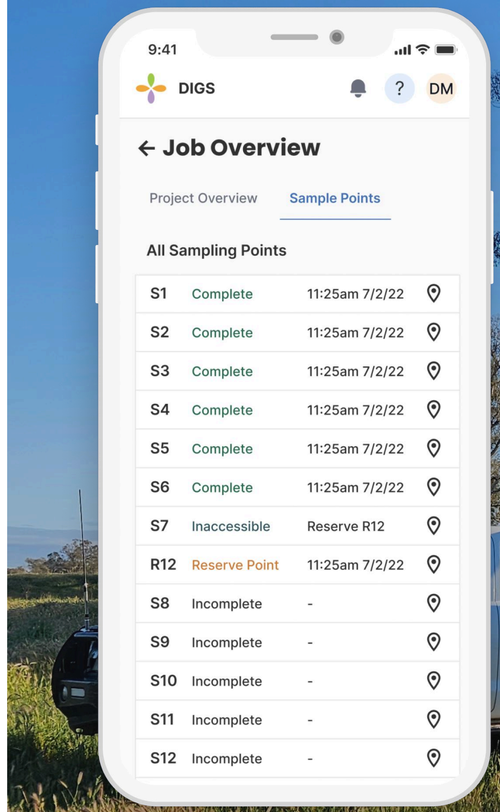
A mobile application to assist soil samplers to navigate hundreds of GPS–based sample points to meet sampling requirements for carbon projects. Working closely with soil samplers, we aimed to solve existing pain points including; difficulty navigating paddocks, over–reliance on printed maps, manual logging of sample depths and registering inaccessible GPS coordinates on–field.

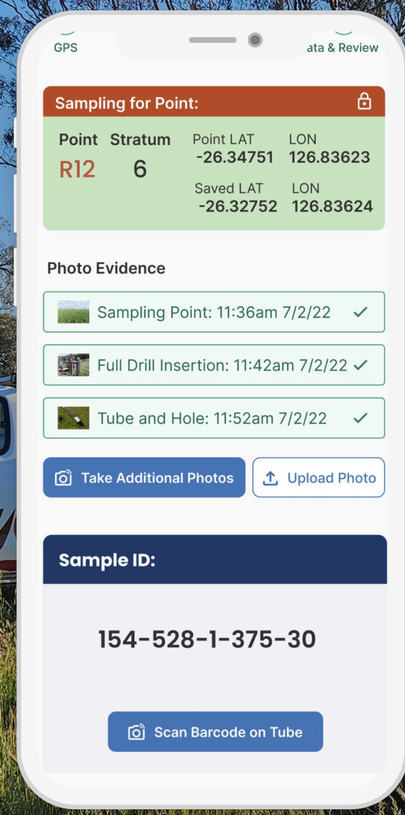
Core Deliverables:

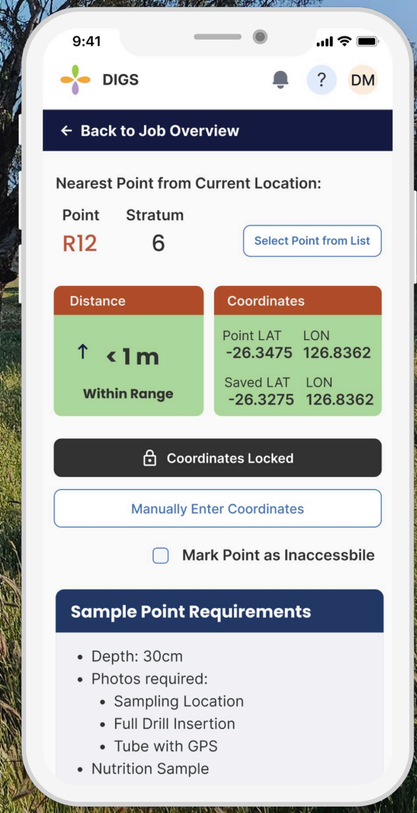
- Designed an interface to enable samplers to access a full list of sampling locations on a mobile phone device to improve route planning and increase sampling efficiency
- Facilitated real–time GPS directions to sampling locations to reduce the need to rely on printed maps
- Included the ability to log obstacles that prevent access to sampling points
- Ability to redirect samplers to eligible reserve points when sampling points are inaccessible
- Designed a reliable flow to record the chain of custody for soil core extraction, logging coordinates, photos, notes, timestamps and sampling depths for each point, enabling automated report generation at the end of the sampling run.
- Regulatory compliant reports for completed sampling
- Offline capabilities & data sync to address problems accessing network in the field

Impact:

- Streamlined entire workflow on–field through in–depth user interviews and feedback, taking into consideration the physical nature of the work and reducing pain points wherever possible through tech solutions
- Reduced the time to complete each sample taken by increasing efficiency and on–the–spot paperwork
- Reduced potential for human error and input error throughout the sampling process
- Saved samplers countless hours of paperwork after a long day of highly physical work







MOBILE APP

Soil Property Observation Tools (SPOT)

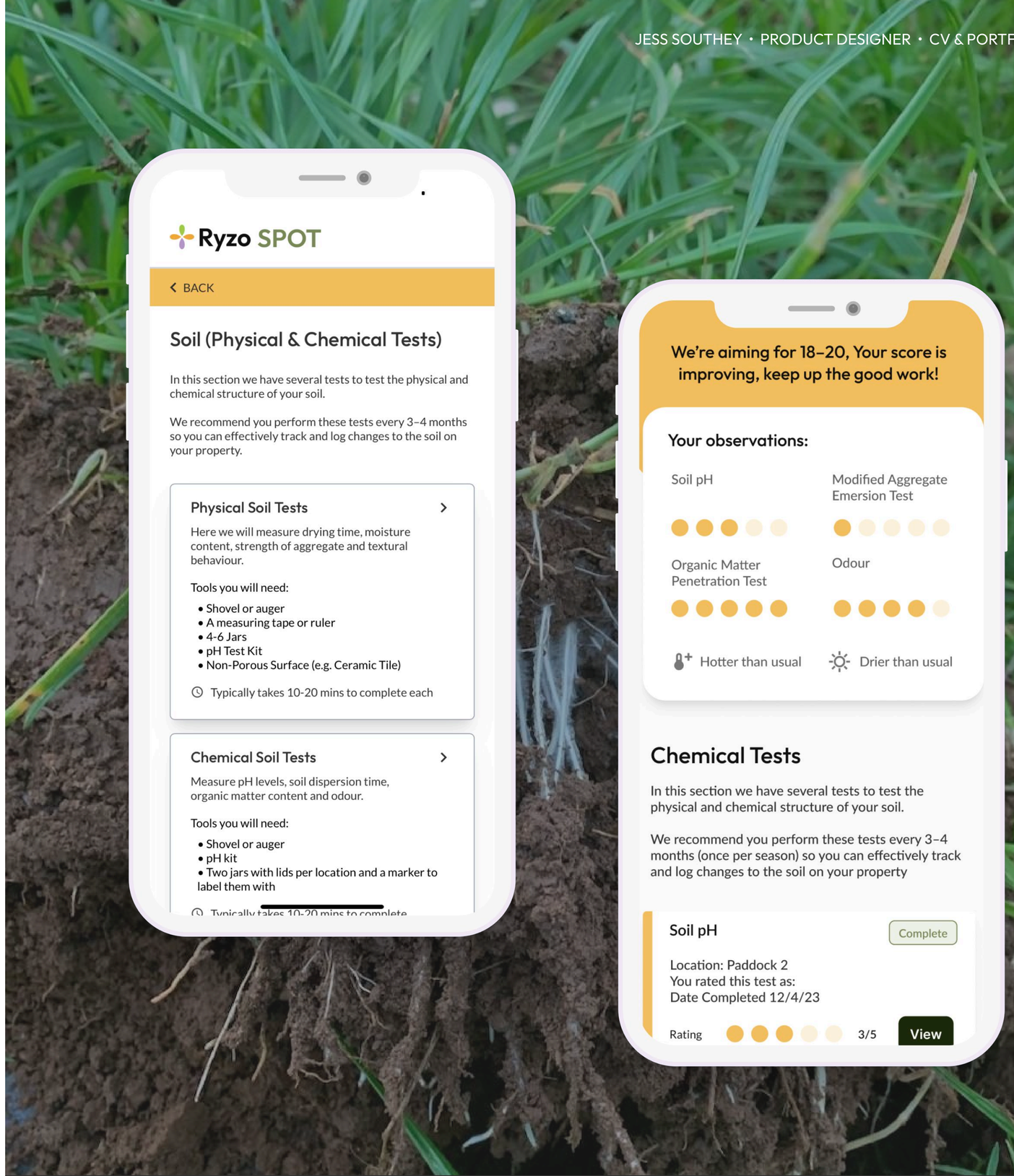
An educational web–application to train farmers in basic soil observation techniques. We aimed to increase confidence in their ability to identify problem areas in their soil and track improvements from their changes of land management practices.

Core Deliverables:

- Designed a mobile–app for farmers on–field to track soil health on their farm and identify and classify problems or improvements over time
- Worked alongside our lead Soil Scientist to create 16 soil observation tools, adjusting highly scientific concepts and tests into layperson language and steps
- Quiz–style questionnaires to assess observations and provide insights
- Rating systems to track progress over time
- Record and note–taking tools to compare observations each quarter or year
- Included photo logs to improve recognition of problems and improvements
- Offline capabilities & data sync to address problems accessing network in the field

Impact:

- Designing this software enabled us to lead on–field training for basic soil observation techniques with small groups of farmers, of which we had overwhelmingly positive feedback for both the material and the app
- Enabled farmers to independently monitor soil health progress with self-service tools without needing to consult a soil scientist
- Building community among farmers interested in changing land management practises through providing comparable results for discussion and training
- Soil science terminology simplified to help bring complex topics to those doing the everyday groundwork



MOBILE & WEB APPLICATION

Biocube

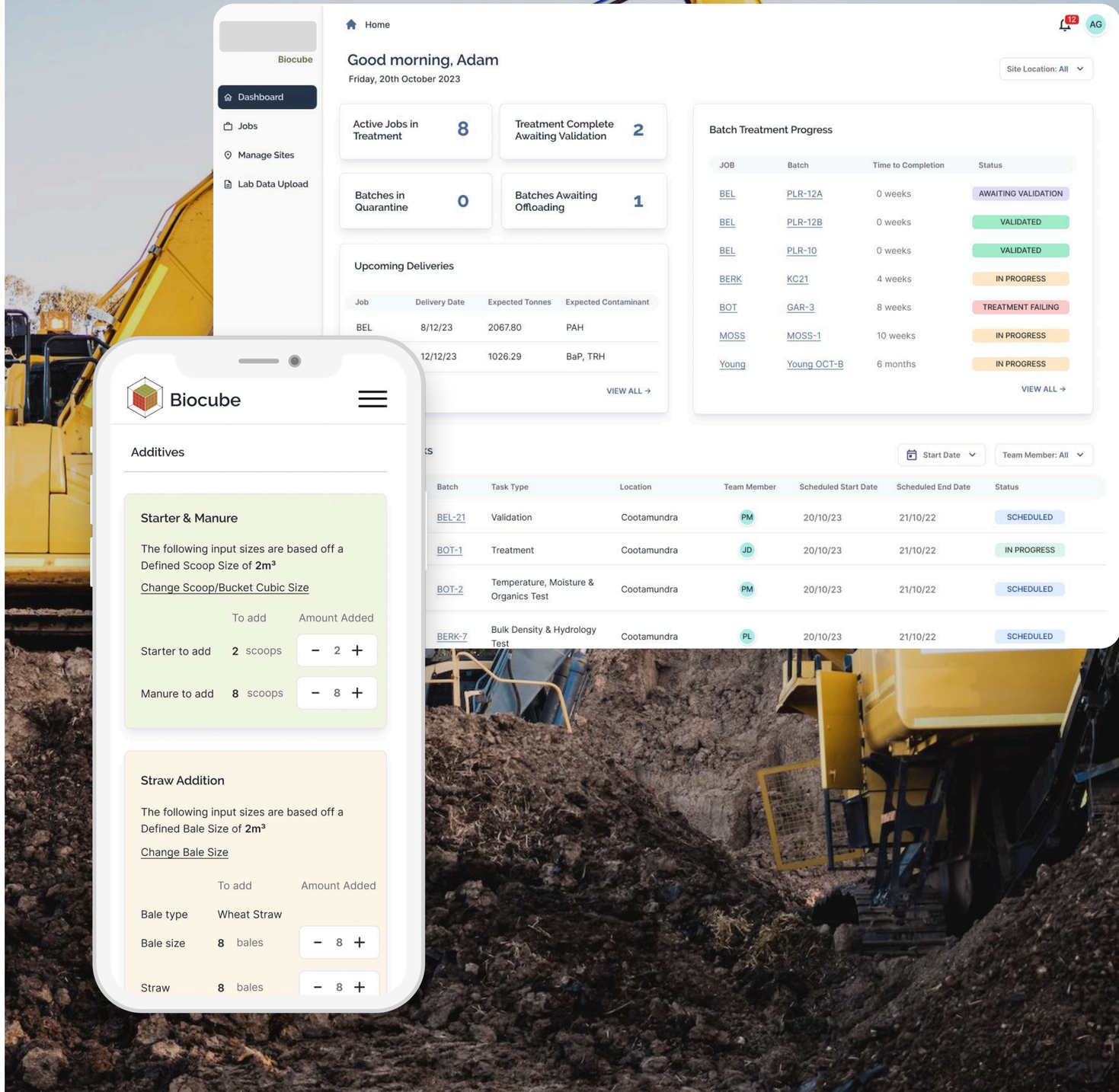
A web & mobile application which automated the process of contaminated soil treatment through bioremediation. We reduced time spent on administrative tasks, improved visibility and awareness of remediation progress across the company and enabled development of improved treatment strategies and task scheduling.

Core Deliverables:

- Worked closely with the leadership team and process engineer to design a mobile–app to log incoming contaminated soil deliveries, decrease time associated with material delivery checklists, analysis and documentation
- Worked on solutions to digitise required documentation and decrease hours logging and transcribing paperwork
- Worked with the team that developed guides and monitoring schedules which enabled proactive prediction and suggested treatment strategies to determine the most efficient way to remediate stockpiles and implemented these insights into the new workflow
- Introduced scheduling and assigning tasks in–app to increase visibility of project progress and staff utilisation
- Introduced treatment progress tracking in–app to help monitor timing and application of bioremediation strategies
- Site management for daily operations
- Lab data upload and storage to keep all relevant materials together for each batch of remediated soil

Impact:

- Optimised offloading and quarantine processes, eliminating paperwork through automatically generated reports
- Increased efficiency of soil treatments; ability to communicate activity across teams more effectively and schedule future treatments
- Increased visibility on lab processing times



WEBSITE REDESIGN

Melbourne Boutique Property

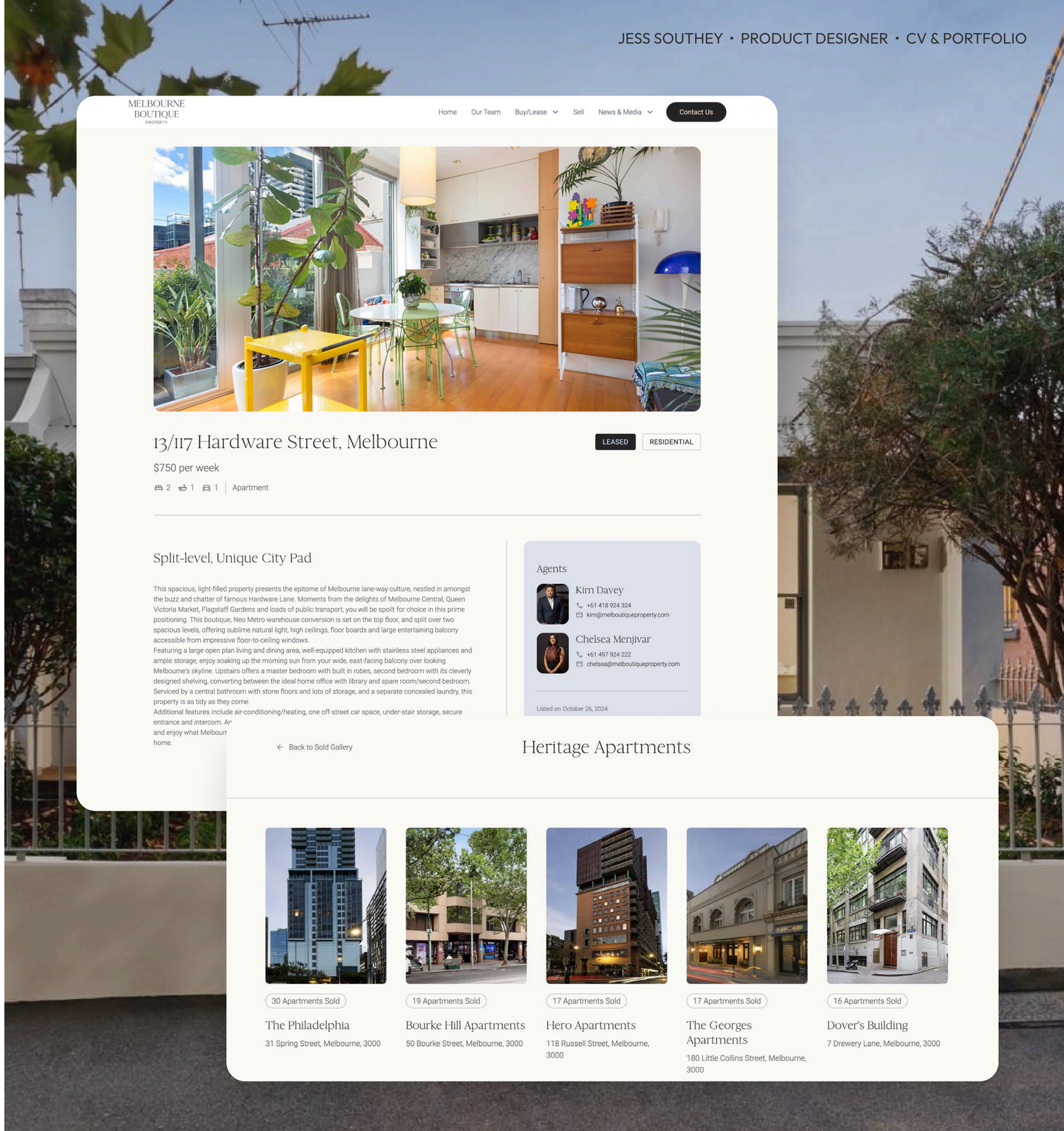
A website redesign for a boutique real estate agency to elevate their web presence and branding. The team felt their previous website was outdated and no longer reflected the personality of the company, their clients, or the direction they were growing in.

Core Deliverables:

- A full website redesign to hero the unique heritage apartments, buildings and lifestyles on offer in Melbourne CBD to achieve a result that felt elegant and approachable in a highly competitive market
- Lead the design from low–fi prototypes through to web development of all pages and interactions
- Determined how best to highlight the team, their differentiators and their commitment to the Melbourne community
- Undertook a full website migration from Wordpress to Webflow to reduce pain points regarding continuous disruptions to service through broken plugins and inaccessible styling of templates
- Developed content management systems for a simplified process for creating and updating property listings to allows anyone on the team to consistently contribute information and update sale statuses in one seamless design
- Clearer display of available properties through separate sales and leasing pages
- More focus on the heritage nature and exclusivity of available properties to highlight their unique lifestyle value. Included dedicated pages describing the heritage buildings and previous properties sold within to highlight the teams track record in these locations
- Content management for team members, linking their to past property sales to their profiles, as well as testimonials and awards
- Content management for News & Media, improved readability and SEO

Impact:

- Reduced the amount of time spent updating listings and properties by implementing simplified CMS based management
- Migrated to a new platform to eliminate the recurring problem of website disruptions and breakages from outdated and incompatible plugins
- Increased website traffic and perceived quality of listings
- Continually receiving positive feedback from clients about how their properties are displayed



Thank you

If you are interested in discussing any of my previous work in more detail please get in touch via email or LinkedIn:

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