VICTOR BORG

◉ Wollongong, NSW   ✉ 0404 868 726

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PROFESSIONAL SUMMARY

I'm a Senior-Lead UX/UI Designer, Figma obsessed product creator & driven problem solver with 17+ years of experience turning complex requirements into clean, intuitive digital experiences.
I thrive on transforming complex tasks into reality with speed & precision, applying a lean entrepreneurial mindset to streamline processes & deliver high-quality, developer-ready work engineering teams love to build from.

EXPERIENCE

- iOS & Android device apps
- B2B & B2C SAAS products
- Data heavy web apps
- Geospatial web apps
- SAAS web apps
- Small to large responsive websites
- E-commerce websites

STRENGTHS

- UX research & discovery
- Wireframing & prototyping
- UI visual design
- Design systems & pattern libraries
- Mobile (iOS/Android) & responsive web
- Accessibility (WCAG)
- Interaction design
- Data-heavy dashboards
- Stakeholder & developer collaboration
- Agile & Lean UX
- Figma, Sketch, Adobe XD
- HTML/CSS familiarity
- Usability testing & analytics
- Leadership & mentoring

TOOLS

- Figma/Figjam
- Sketch
- Axure
- JIRA/Confluence
- Trello
- Slack
- Miro
- Zoom

CLIENTS

- Gold Cast Council
- Credit Savvy
- Woolworths
- Carpet Court
- Drive.com.au
- CSIRO/Data61
- Kent Removals
- Telstra
- ABC iView
- Westpac

PROFESSIONAL EXPERIENCE

Milk Chocolate – Senior Product Designer
May 2025 – July 2025 (freelance project)

★ Facilitate moderated usability tests on mobile prototypes to validate concepts
★ Iterate on MVP designs based on user feedback and analytics
★ Deliver fully annotated, production-ready UI mockups for both mobile and web
★ Develop interactive prototypes for stakeholder review and validation

Idea 11/Gold Coast Council – Senior Product Designer
January 2024 – June 2025 (full-time remote contract)

★ Directed UX uplift for the Gold Coast Council mobile app, aligning flows to user needs
★ Designed native iOS and Android experiences in light and dark mode, using contemporary design patterns
★ Established a scalable Figma design system by consolidating existing assets into standardised components
★ Partnered with senior stakeholders to define feature requirements and prioritise enhancements
★ Collaborated with mobile engineering teams to ensure pixel-perfect implementation of new functionality

Credit Savvy/CommBank – Senior Product Designer
December 2023 – February 2025 (part-time remote contract)

★ End-to-end redesign of the Credit Savvy website, shaping user journeys for new initiatives
★ Co-created strategic concepts alongside the Chief Product Officer and validated them through rapid prototyping
★ Built a comprehensive Figma component library from updated brand guidelines
★ Conducted stakeholder workshops to identify UX improvement opportunities
★ Streamlined core interface components to support personalised user experiences
★ Produced interactive Figma prototypes for executive and board presentations

The Playtime Group/Carpet Court – Lead UX/UI Designer
March 2023 – January 2024 (part-time remote contract)

★ Architected and executed full website redesign for a national flooring retailer
★ Enhanced existing page designs & optimised layouts for multiple responsive breakpoints
★ Prepared detailed design specifications and assets for seamless development handoff

Woolworths Group – Lead UI Designer
July 2023 – November 2023 (short-term remote contract)

★ Assumed lead design role, reviewing RF device UX to identify critical pain points
★ Synthesised stakeholder feedback into a prioritised set of design deliverables
★ Rationalised and consolidated core UI components to support personalisation features
★ Designed new screens using Material 3 standards to reduce engineering complexity
★ Presented work to senior design leads, iterating based on targeted feedback

Gotcha4Life – Lead UX/UI Designer
June 2023 – August 2023 • Remote / Sydney (one-off remote project)

★ Developed detailed wireframes for multi-page workflows
★ Delivered build-ready UI assets across three responsive breakpoints
★ Ensured adherence to brand identity and interaction guidelines
★ Defined all component states, including validation and error messaging

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Drive.com.au – Senior UX/UI Designer
March 2023 – June 2023 (part-time remote contract)

★ Contributed as senior UX and visual designer on continuous site improvements
★ Designed detailed wireframes and documented interaction states for new features
★ Delivered developer-ready UI mockups and coordinated handoff

CapFeather/Kent Removals – Senior Product Designer
June 2022 - December 2022 (remote contract)

★ Led UX & UI strategy for a relocation app MVP, defining user flows & information architecture
★ Conducted stakeholder workshops to refine feature scope and roadmap
★ Created high-fidelity wireframes and prototypes to guide development
★ Validated concepts through usability testing and iterated based on findings

Alyte - Senior Product Designer
March 2021 - August 2022 (part-time remote contract)

★ Directed full UX & UI design for a live-streaming fitness app, from concept to launch
★ Crafted detailed design iterations and Figma prototypes for user testing
★ Oversaw front-end implementation and provided design QA throughout the build
★ Managed stakeholder alignment on feature priorities and post-launch refinements

Additional Contracts:

★ Scalapay – Senior/Lead Product Designer (Nov 2020 - Jun 2022)
★ CSIRO/Data61 - StellarGraph & NSW Spatial Digital Twin (Jun 2019 - Oct 2020)
★ Telstra, Macquarie University, ABC iView, Westpac, Pfizer, etc.

PROJECT HIGHLIGHTS

★ NSW Spatial Digital Twin: Led UI overhaul for a 3D geospatial platform used by multiple government agencies; facilitated 12-dev team, delivered WCAG-AA compliant interface.
★ Scalapay Mobile App (EU): Designed end-to-end BNPL app; contributed to >1 M downloads and Series B valuation uplift.
★ Gold Coast Council App: Introduced modular design system; cut future feature design time by 30 %.

EDUCATION

★ Diploma, Digital Media & Multimedia – 2002
★ Martin College, Sydney – 1998

REFERENCES

Marcelo Romera @ Idea 11
Senior Tech Lead & Agile Project Manager
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Marianella Watman @ Credit Savvy
Head of Product and Marketing
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For more detailed information go to www.linkedin.com/in/victorborg/