

VICTOR BORG

 Shellharbour, NSW

 victorborg.com.au

 design@victorborg.com.au

 0404 868 726

PROFESSIONAL SUMMARY

I'm a Senior/Lead UX/UI & Product Designer with 17+ years of experience turning complex requirements into clean, intuitive digital experiences. I've worked across native mobile apps, web apps, fintech platforms, geospatial tools, SaaS and eCommerce, partnering with brands like Domain, CSIRO/Data61, Credit Savvy, and Carpet Court.

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

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

REFERENCES

To be supplied upon request.

For more detailed information go to www.linkedin.com/in/victorborg/

PROFESSIONAL EXPERIENCE

Carpet Court – Lead UX/UI Designer

April 2025 – Present (part-time remote contract)

- ★ Lead UX/UI design across evolving customer-facing digital experiences.
- ★ Designed Carpet Court's chatbot interface, shaping the conversational UI and interaction patterns to enhance the book, measure and quote the experience
- ★ Integrate Claude and ChatGPT into the design process to accelerate ideation, explore alternative directions, challenge assumptions and strengthen early product concepts before detailed design begins.
- ★ Build and evolve scalable Figma design systems, components and reusable UI patterns.
- ★ Work closely with junior designers to hand-off design concepts for production-ready UI.

Milk Chocolate – Senior Product Designer

May 2025 – Present (part-time remote contract)

- ★ Reimagine Active Portfolio IA across dashboard, My Portfolio, Performance and Property Overview
- ★ Redesign Search Tracker experience with new desktop templates and notification system
- ★ Run user testing sessions to validate mobile concepts and inform design decisions
- ★ Iterate mobile MVP designs based on user feedback and stakeholder input
- ★ Deliver build-ready UI designs, including desktop layouts for key pages
- ★ Produce functional prototypes to present concepts and drive stakeholder alignment

Statekraft – Lead UX/UI Designer

November 2025 – March 2026 (part-time remote contract)

- ★ Explored how AI should look, feel, and behave within the product experience to support real user needs
- ★ Designed interface directions for AI-assisted interactions across dashboards, workflows, and data-rich product surfaces
- ★ Helped shape how AI could work alongside users in a way that felt clear, useful, and trustworthy rather than disruptive or abstract
- ★ Defined visual patterns and product UI in the absence of established brand guidelines, creating a stronger foundation for consistency
- ★ Collaborated closely with founders, engineers, and domain experts to refine concepts into polished, user-centred experiences

Equifax – Senior Product Designer

August 2025 – October 2025 (remote contract)

- ★ Designed AI-driven product experiences for the Equifax ecosystem
- ★ Explored how AI outputs should be presented within the interface to support clarity, trust, and decision-making
- ★ Produced high-fidelity UI & reusable components to support scalable product delivery
- ★ Maintained strong accessibility and usability standards across all touch points

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 stakeholders to define feature requirements & prioritise enhancements
- ★ Collaborated with mobile engineering teams to ensure pixel-perfect implementation of new functionality

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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

Carpet Court – Lead UX/UI Designer

March 2023 – January 2024 (part-time remote contract)

- ★ Designed AI-supported digital experiences to help integrate emerging conversational and assisted interactions into the broader customer journey
- ★ Explored how AI features could be surfaced within the interface in a way that felt intuitive, useful, and aligned with customer needs
- ★ Balanced UX, UI, and business goals across a large-scale retail web experience, ensuring new concepts fit naturally within the broader platform
- ★ Produced high-fidelity designs, structured responsive layouts, and detailed specifications to support smooth 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 (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

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

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

JUNE 2022 – JULY 2022

Senior UX/UI Designer @ Drive (Short term remote project)

- ★ Redesigned key screens for in-store RF checkout device, improving usability
- ★ Mapped user flows and produced detailed wireframes for new functionality
- ★ Delivered pixel-perfect UI for multiple interaction states & coordinated engineering handoff

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NOVEMBER 2020 – JUNE 2022

Senior Product Designer @ Scalapay (Part-time remote contract)

- ★ Owned UX strategy and UI design for a multinational BNPL mobile app, creating design system components in Figma
- ★ Developed detailed wireframes, prototypes, & interaction specs for alpha & beta releases
- ★ Partnered with engineering to implement responsive layouts and animations
- ★ Managed feature prioritisation & stakeholder communication throughout iterative sprints

JUNE 2019 – OCTOBER 2020

Senior Product Designer @ CSIRO/Data61 (Full-time contract)

STELLARGRAPH

- ★ Led end-to-end UX and UI design for a machine-learning graph visualization tool used by government researchers
- ★ Conducted stakeholder and user interviews to develop personas and map multi-level data interactions
- ★ Created wireframes, high-fidelity prototypes, and interactive demos in Figma for usability testing
- ★ Delivered fully annotated design assets and component specifications to a six-engineer team for accurate implementation

JUNE 2019 – OCTOBER 2020 (cont.)

Senior Product Designer @ CSIRO/Data61 (Full-time contract)

NSW SPATIAL DIGITAL TWIN

- ★ Defined UI requirements and interaction patterns for a 3D geospatial platform used by multiple agencies
- ★ Designed modular Figma components for map navigation, layer controls & data overlays
- ★ Produced detailed user flows, information architecture diagrams, & high-fidelity mockups
- ★ Partnered with a twelve-member engineering team to integrate the design system and ensure pixel-perfect fidelity

FEBRUARY 2019 – JUNE 2019

Senior UX/UI Designer @ Mobile Experience (Contract)

- ★ Led UX & UI design for a new health insurance mobile app, from concept to final screens
- ★ Produced desktop & mobile wireframes and visual concepts informed by user research
- ★ Iterated designs based on usability test results to optimise task flows & interface clarity

Additional Contracts:

- ★ Telstra, Macquarie University, ABC iView, Westpac, Pfizer and more.

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 %.