Victor Borg

Senior / Lead Product Designer · UX/UI, design systems & AI-enabled products

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CORE CAPABILITIES

- End-to-end product design
- Zero-to-one & MVP design
- Complex, multi-journey flows
- AI-enabled, data-driven UX
- Design systems at scale
- User research & usability testing
- Interaction design & IA
- Prototyping & visual craft
- Native iOS, Android & responsive web
- Accessibility (WCAG AA)
- Mentoring & design leadership
- Stakeholder presentation
- Agile delivery & estimation
- HTML & CSS familiarity

SUPERPOWERS

Breadth. Strategy, UX, UI, systems, prototyping and delivery without losing momentum.

Speed. Shortcut obsessed: strong outcomes fast, without lowering the quality bar.

Quick learning. New products and domains understood fast; covering a lead by week two at CommBank.

AI EXECUTION

Designed Carpet Court's book, measure and quote chatbot, and AI features at Equifax where people had to understand and believe the output.

I use Claude, ChatGPT and Cursor every day for research, ideas and quick prototypes. The product decisions stay with me.

AI gets the work most of the way, fast. The last 10% (the polish, edge cases and judgement calls that drive usability and retention) is mine. I'll take the wheel.

PROFILE

I've been designing digital products for 17+ years across banking, fintech, government, retail and SaaS, on web and native mobile. I love the messy zero-to-one work: give me an idea or a hard problem and I'll turn it into something real. I treat every project like it's my own, care about the last 10% and back the designers around me.

CORE COMPETENCIES

End-to-end design
From initial idea and research to polished, tested UI on web, iOS Android

AI-enabled design
AI features people actually use at Equifax, Carpet Court and Statekraft, and AI built into how I work

Rapid delivery & dev handoff
Fast without cutting corners. Specs devs can build from, with every state covered

EXPERIENCE

Visualiser · Founder & Principal Designer Oct 2014 – Present

My independent business for 12 years, embedded in product and engineering teams. Engagements often run concurrently, and several clients have brought me back.

Shorter dates below reflect parallel contracts, not short commitment. I choose to stay busy and provide for my family, and whenever a successful engagement could be extended, I have.

Carpet Court · Lead UX/UI Designer — Feb – Sep 2026 · also 2023–24

- Designed the chatbot that helps customers book a measure and get a quote on a national retail site.
- Worked out where AI features fit in the customer journey so they help rather than get in the way.
- Grew the Figma design system and helped junior designers get their work production ready.

Commonwealth Bank · Senior UX Designer — Jun – Jul 2026

- Designed responsive screens for an internal career platform using the Lumen design system.
- Stepped in for the lead designer in my second week and ran work across three product areas.
- Took journeys and interaction states all the way through to stakeholder sign-off.

Statekraft · Lead UX/UI Designer — Nov 2025 – Mar 2026

- Led UX/UI for an AI product across dashboards and complex workflows, working directly with the founders.
- Set the AI interaction patterns and visual foundations from scratch, with no brand guidelines to lean on.

Equifax · Senior Product Designer — Aug – Oct 2025

- Designed AI features across the Equifax product ecosystem.
- Worked out how AI results are shown so people can understand them and act with confidence.
- Delivered accessible, high-fidelity UI and reusable components.

INDUSTRY EXPERIENCE

Banking & fintech
Credit reporting
Retail & eCommerce
Government platforms
Geospatial & data platforms
Health insurance
Media, TV & entertainment
Enterprise & B2B SaaS

SELECTED CLIENTS

Commonwealth Bank
Equifax
Westpac
Credit Savvy
Scalapay
CSIRO's Data61
City of Gold Coast
Telstra
Woolworths Group
ABC
Domain
Carpet Court
Macquarie University

TOOLS

Figma & FigJam, Claude, ChatGPT, Cursor, Miro, Jira & Confluence, Axure, Sketch, Slack, Zoom

EDUCATION

Diploma, Graphic Design & Business
Martin College

Cert IV, Digital Media & Multimedia
Crows Nest TAFE

Advanced Website Design using CSS
Dynamic Web Training

RECOGNITION

Best Enhanced TV Service award, Massive Interactive

REFERENCES

Available on request

EXPERIENCE, CONTINUED · VISUALISER ENGAGEMENTS

Milk Chocolate · Senior Product Designer — May 2025 – Aug 2026

- Redesigned property portfolio dashboards, performance reporting and search tracking.
- Tested the mobile MVP with real users and iterated on what we learned.

Xynon · Lead UX/UI Designer — Jun 2025 – Feb 2026

- Led design across web and mobile, working side by side with engineering on hand-off.
- Built and maintained the Figma design system, components and documentation.

City of Gold Coast · Lead UX/UI Designer — Jan 2024 – Jul 2025

- Led the UX and UI uplift of the council's iOS and Android app, in light and dark mode.
- Pulled scattered assets into one Figma design system, cutting feature design time by about 30%.
- Worked with senior stakeholders on priorities and with mobile engineers on the build.

Credit Savvy · Senior Product Designer — Dec 2023 – Mar 2025

- Redesigned the website and the journeys for new initiatives.
- Worked directly with the Chief Product Officer on strategy and presented prototypes to executives and the board.
- Built a Figma component library and ran workshops to find UX opportunities.

Kent Removals & Storage · Senior Product Designer — Jul 2022 – Nov 2023

- Led UX and UI strategy for a relocation app MVP: flows, IA, workshops and usability testing.

Scalapay · Senior Product Designer — Nov 2020 – Jun 2022

- Designed the BNPL customer app and merchant portal working directly with the Founder/CEO. The app passed 1M downloads.
- Led a global design system to keep every platform consistent.

CSIRO's Data61 · Senior Product Designer — Jun 2019 – Oct 2020

- **NSW Spatial Digital Twin:** designed a white-label 3D geospatial platform for government bodies with a 12-developer team, delivering a WCAG-AA interface.
- **StellarGraph:** led UX and UI for a machine-learning graph tool, from user interviews and personas to annotated specs.

Other engagements: Woolworths Group (Lead UI, 2023), Drive.com.au (2022–23), Gotcha4Life (2023), health insurance app for Mobile Experience (2019).

EARLIER EXPERIENCE

Macquarie University · Lead UI Designer — 2018 – 2019

Telstra · Senior UX/UI Designer — 2018

ABC · Lead UI Designer, directed a team of designers — 2017 – 2018

Westpac Group · Senior CX/UX Designer, GEL design system — 2015 – 2017

Massive Interactive · Principal UI Designer, line-managed a designer — 2013 – 2015