

Resume

Imtiaz Bahar

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Education

2019 Personal Development
UX Elevate - **Acadamy Xi**
Research and Strategy - **Designlab**
Service Design Bootcamp - **GA**

1992 - 1994
Monash University
Bachelor of Arts - graphic design

1990 - 1991
Moorabbin TAFE
Advanced certificate in art and design

Professional History

2018 - Feb 2019
Sportsbet
Senior XD (Contract)

Tasks

I was brought in predominantly to work on the middle ware platform - Openbet on a project called SAM. The platform was not only being used as SB's betting engine, but over time a myriad of other functions were also retrofitted or which 6 main functions were identified by the business. One of these was Rewards (the first piece of the project). My tasks were identifying the various use cases, mapping out user journeys, designing a simpler more intuitive experience based around Material Design as a foundation and stakeholder management from both the business side and implementation teams.

2014 - 2018

MyWave

Design Director

Tasks

Brand Development – I developed the brand ground up. The challenge being to create a brand that was user/ human focused, friendly and relatable. Then extend this to the product and all the various market based user experiences and user interface.

Defining and Designing the Product – The user experience and user interface was developed as an extension of the brand. The challenge was to create an experience that could span various verticals from retail, finance, health & wellbeing etc.

Customer strategy and experience – As part of developing the multitude of product experiences, working closely with the CEO, CTO and CXO, we facilitate the various design thinking workshops, identifying 'problems to solve' and defining the various use cases.

Managing design team – I currently manage a team of 5 designers: 2 senior, 2 mid-weight and 1 junior. My duties include but are not limited to: managing the day to day that involves multiple projects at different stages of the design life cycle, creative direction, overseeing online marketing campaigns and strategy, mentoring, professional & personal development including one on ones.

2007 - 2014

PlayUp Interactive

Senior Designer – UI/UX product

Tasks

Brand development, UI/UX product design - mobile, tablet (iOS and Android) and desktop and company website design. Also collaboration with development teams (in the Melbourne, China and India), creating detailed UI/UX design guides for developers and various other design collateral as required. I also mentored and managed junior designers/ interns.

2002 - 2007

Designer – contract + freelance

Clients

MJW Advertising, George Agency Melbourne
Huzzard Byfield, Design Room Group.

1999 - 2002

Veign Design

Director/ Creative Director

Clients

A mix of clientèle from corporate to automotive to the arts.

1996 - 1999

Monash University Caulfield

Sessional Lecturer/ Supervisor

Tasks

Mentoring, supervision and help for final year design students.

1996 - 1998

JAS Art and Design

Senior Designer/ Studio Manager

Tasks

Design, finished art, press checks and liaising with various suppliers and clients.

Referees

Wally Brill

Google – Head of Conversation Design Advocacy and Education

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Andy Paterson

ifix – Global Director of Product

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