ALANNAH CLARK

DESIGN STRATEGIST

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Design Strategist with demonstrated capabilities in purpose-driven design and UX research. Proven success in leading cross-functional teams to deliver strategic initiatives, using a strong systems thinking mindset. Accomplished in root cause analysis, using data-driven insights, and bringing a unique blend of skills and creativity to add value to any team.

EDUCATION

Masters of Strategic Design & Design Innovation
University of Sydney
2025

BA Creative Arts (Honours)
University of South Australia
2022
First-Class Honours thesis on human-centred design in online education

BA Digital Media
University of South Australia
2021

Dip Commercial Arts
CATC Design School
2012

EXPERIENCE

2021 – 2024

RMIT Online
UX Researcher & Service Designer

Learning & Teaching Manager

Directed a core business operations team of five, ensuring high-quality service delivery while implementing innovative systems that enhanced customer experience and optimised processes across departments.

- Acted as a key advisor on UX strategies, promoting evidence-based approaches to streamline workflows and enrich user experiences.
- Established quarterly objectives aligned with long-term vision goals and customer experience initiatives, ultimately increasing project deliverables efficiency rate by 20%.

2019 – 2021

RMIT Online

UX Researcher & Service Designer (Secondment)

Led UX and design initiatives, using research-driven insights to inform targeted enhancements, drive cross-functional collaboration, and streamline processes that boosted engagement, satisfaction, and retention.

- Undertook UX research to optimise student orientation processes, directly reducing first-year dropout rates by addressing key pain points.
- Crafted visually engaging prototypes and design artefacts that effectively communicated key research findings, securing stakeholder commitment during project presentations.
- Created standardised templates for conducting and documenting research outcomes that improved project administration time by 30%.

SKILLS

USER EXPERIENCE

Qualitative Research, Prototyping Techniques, HCD, Interaction and Visual Design Principles, Service Blueprinting, Strategy Design

PROJECT MANAGEMENT

Agile Development Practices (Scrum), Waterfall, Lean

TECHNICAL

Data Analysis & Visualisation, HTML, CSS & JavaScript

DEVELOPMENT

User Experience Design
RMIT Online Credential
2020

Design Thinking for Innovation
RMIT Online Credential
2019

2017 – 2021

RMIT Online
Program Manager - Learning & Teaching

Managed complex online program operations, including recruitment, onboarding workshops, developing learning modules, and overseeing LMS training, stakeholder management, and support.

- Developed scalable frameworks that facilitated expansion into 6 product streams, enabling support for over 900 teachers in delivering quality education to thousands of students each year.
- Played a critical role in developing an innovative teaching program that increased experience scores by 17% over 8 weeks and saw the staff retention rate exceed 90% for the first time.

2017 – 2017

RMIT Online
Student Experience Coordinator

Built foundational workflows for a high-volume digital support model during business start-up phase, improving customer satisfaction scores by over 25% in the first six months.

- Designed a comprehensive support model for previously underserved customers, revolutionising operational processes and enhancing service delivery; currently supports 10,000 users annually with high satisfaction rates.
- Delivered prompt and effective support across 5+ digital platforms, including CRM systems, social media channels, and phone inquiries; resolved over 200 customer queries monthly with an average response time under 24 hours.
- Administered the Learning Management System and technical support by delivering monthly onboarding workshops that decreased staff inquiry response times and increased operational efficiency.

2015 – 2017

Builders Academy Australia (Simonds Group)
Student Support Services

Developed and implemented a comprehensive end-to-end service framework that resulted in successful program registrations for over 1,200 customers while ensuring prompt query resolution.

- Innovated the customer service model, addressing common issues encountered during registration processes; this initiative contributed directly to clearing a backlog of three years' worth of certificate requests within two months.
- Enhanced the user experience for over 500 program applicants by assessing service delivery processes, analysing data trends, and addressing key user pain points.
- Maintained a zero-error record for compliance reporting, including SVTS, AVETMISS, and ASQA.

2012 – 2015

Swinburne University of Technology
Project Coordinator

Coordinated cross-functional projects with multiple departments to optimise processes and drive improvements.

- Collaborated with cross-functional IT teams to implement solutions in the new student management system.
- Established a streamlined student accommodation check-in process by identifying key pain points and designing an intuitive system, reducing processing time by 40%.
- Redesigned timetabling procedures, automating scheduling and improving event booking efficiency, reducing the project team's administrative workload by 30 hours per month.
- Produced customised online training modules for 15 departments by assessing needs, identifying gaps, and enhancing outcomes with interactive content.
- Analysed organisational processes and policies for regulatory compliance and audits, identifying 10 key areas for process improvement and operational alignment.