

Thomas Shillingford: Strategist. Creative. Customer-centric. Problem-solver.

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Core Capabilities

Energetic and passionate, bringing an in-depth knowledge of User Experience (UX) methods. My human-centred design approach focuses on creating experiences that resonate with the target audience, whether working independently or as an integral part of a team. Driven by curiosity, creativity and practical insight, I aim to create impactful experiences that satisfy users and drive significant business success.

Core Achievements

- **Fundi Strategy:** Spearheaded the UX and CX strategy for Fundi (part of VentureCrowd), focusing on crafting an intuitive crowdsourcing investment platform for individuals and groups.
- **Optus Digital Transformation:** Led the UX strategy on large scale eCommerce tracks of work, including; billing, insurance, end-to-end catalogue browsing experience and personalisation significantly increasing conversion rates.
- **Qantas Rewards Chatbot:** Led the UX strategy and UI design for a virtual assistant app, driving increased partner sign-up and enhancing user engagement.
- **LEGO Worlds:** Led UX strategy for pioneering voice-interactive gameplay in partnership with Google Home.
- **Fox Sports:** Foundational research and strategic input for the Match Centre product were instrumental in shaping the onboarding and personalisation features on the Kayo Sports streaming service.
- **News Digital Advertising Platform:** Drove the strategy and execution for a self-service advertising platform, achieving rapid user adoption and lessening dependency on external agents.
- **Toyota:** Led UX design achieving the highest usability score in the automotive industry by Forrester Research.

Experience

Feb 2024 - CX | UX Consultant, Auxilio Ventures, Sydney

Engaged as a FinTech consultant for Westpac Mortgages through Auxilio Ventures, my role is centred around facilitating stakeholder workshops, sprint planning, and co-design sessions across various business units within an agile framework.

March 2021 - Nov 2023 Lead Service Designer, Dept. Of Customer Service, Sydney

Leading service design in the digital transformation space for NSW regulators. My work involves conducting stakeholder workshops, engaging directly with users through interviews and contextual inquiries, and crafting comprehensive system diagrams and frameworks. As a key member of the ResearchOps team, I play a crucial role in steering broader team strategies, ensuring our approach is not just innovative but also deeply rooted in user-centric insights.

Feb - Mar 2021 CX | UX Consultant, Auxilio Ventures, Sydney

I played a key role in developing a multichannel experience for a new Fintech product at WestPac. My human-centred approach encompassed client interviews, stakeholder workshops, and collaboration with design and tech teams to deliver a seamless customer experience.

Sept - Dec 2020 CX | UX Consultant, Akcelo, Sydney

I spearheaded CX strategies and UX initiatives for brands including Netflix, Fundi (crowdsourcing investment platform) Venture Crowd and LEGO. My responsibilities included conducting stakeholder workshops, creating customer journey maps, and establishing CX strategy frameworks.

July - Sep 2020 Customer Experience Consultant, Clemenger BBDO, Sydney

Led the customer experience activities for Tourism Tasmania during the discovery phase, collaborating with the wider team of cohorts and stakeholders. My role included reviewing all digital touch-points, campaign strategy, identifying and addressing pain points (both from customers and at partnership level), analysing data, client presentations and recommendations for an improved and forward-thinking omnichannel experience.

March 2018 - July 2020 Qantas Customer Experience Lead, Isobar, Sydney

I led the customer experience strategy for products and services within airline and customer rewards program space . Implemented experimentation strategy, led stakeholder workshops, co-designs and established remote working process that enabled projects to be conducted effectively and efficiently.

Dec 2016 - Mar 2018 User Experience Lead, News Digital, Sydney

Spearheaded the strategy for a self-service advertising platform targeting SMEs and consumers. Led a multi-disciplinary team and collaborated with dual tech teams (including a remote team) to innovate a ResearchOps framework, focusing on customer insights and evidence-based results.

Jun 2016 - Nov 2016 Senior User Experience Manager, Fox Sports, Sydney

Led the user experience strategy on personalisation and CRM. Early UX research work, personalisation strategy and recommendations were instrumental in what is now Kayo Sports streaming platform.

Jun 2015 - Jun 2016 User Experience Lead, Optus, Sydney

Based client-side with Frog Design consulting on the digital transformation project at Optus. Advising on large scale eCommerce tracks of work, including successfully leading the personalisation strategy and effectively partnering with the client team. Due to new products and services providing new revenue streams, tasks included re-imagining and repositioning the business from a telco to an entertainment hub.

Mar 2015 - May 2015 Mobile Apps User Experience Lead, Razorfish, Sydney

Led the UX strategy and team for the initial iOS version of the Bureau of Meteorology app. Implemented human-centred design methods, advocating experimentation, ensuring ideas were explored and validated. Role included stakeholder management, facilitating co-designs and exploring concepts to monetise relevant extras in-app features.

Feb 2015 - 2020 Customer Experience Consultant, TSC, Sydney

Consulting businesses from finance to sustainability. From building out end-to-end customer journeys, stakeholder management, customer experience strategy to identifying commercial opportunities that drive business value and customer engagement.

Sep 2013 - Jan 2015 Interactive Experience & Visual Design Director, Hothouse Interactive, Sydney

The primary client was Toyota. I brought in a Human-Centred Design approach. Responsible for CX strategy, stakeholder management, working collaboratively with other client partners, dealerships, and identifying commercial opportunities within the digital and physical Toyota ecosystem.

Education

- Degree - Digital Psychology Specialist - CXL Institute
- B. Arts (Honours) - Media Information & Design - University of Portsmouth, Portsmouth, UK
- BTEC Higher National Diploma - Graphic Design & Information - University of Northampton, Northampton, UK

Industry

- Applied Neuromarketing - CXL Institute
- Digital Psychology & Behavioural Design Training - CXL Institute
- Heuristic Analysis Frameworks for Conversion Optimisation Audits - CXL Institute

A little bit about me

- Member of the [Mavardo](#) consultancy platform, micro-consulting individuals, businesses and offering career guidance.
- Currently studying Artificial Intelligence (AI) to maintain a leading edge in my field