

Tim Kennedy

Experience

2022 – Current

CommBank, Senior Experience Designer

Leading the design on initiatives that accelerate the discovery and delivery of digital experiences enabled by new and emerging technologies. Using human-centred design practices across business units, I identify product and design opportunities, validate them through customer research, shape product vision and provide strategic design direction. From there, it's about ideating, refining, and testing customer experiences — bringing them to life through prototyping, crafting production-ready designs, and supporting delivery teams all the way through to launch.

2019 – 2022

ANZ, Senior Experience Designer

Worked end-to-end on complex projects to deliver engaging and accessible digital experiences for not-for-profit customers. Applying systems thinking across interconnected peer-to-peer fundraising, auction, ticketing, and payment platforms, I worked across the full product design spectrum — conducting customer research and workshop facilitation, mapping customer journeys to surface insights and opportunities, then prototyping and crafting accessible, production-ready designs, managing design systems, and supporting delivery teams all the way through to launch.

2017 – 2019

NewsCorp, Senior Digital Product Designer

Worked across multiple products that combined media, sports technology, and wagering. Working closely with product managers, executive stakeholders and developers, leading the design from discovery through to product/feature launch.

2014 – 2017

Admedia, Digital Designer

Delivered contemporary digital solutions focused on user experience and visual design for clients across multiple sectors.

2013 – 2014

Sweet Creative, Communication Designer

Supported across digital design, web design, brand and identity design, typography, advertising, and art direction projects.

Education

2011 – 2014

Bachelor of Design

Communication Design (Honours)
Swinburn University of Technology

Skills

Technical Skills

User Experience Design

User journey mapping, service blueprints, information architecture, workshop facilitation, wire framing, usability testing and strategic design direction.

User Interface Design

Design principles, design systems, component libraries, iconography, typography, grids, interaction design, accessibility, illustration, and platform patterns.

Research and Ideation

Qualitative and quantitative research, competitive analysis, synthesis and insight communication, opportunity framing and ideation facilitation.

Prototyping

Low-to-high fidelity interactive prototyping, code-adjacent prototyping, AI-assisted rapid prototyping, usability validation and iterative concept testing.

Soft Skills

Innovation

I enjoy the intersection of technology and design, particularly in undefined problem spaces where there's room to experiment and take ideas from zero to one.

Leadership

I lead through craft and enjoy taking ownership of design. I mentor designers, share my process openly and create space for others to do their best work.

Stakeholder Management

I believe great design depends on shared vision — bringing stakeholders along the journey early, advocating for design and communicating its value.