

KELLY L. ANDERSON

Strategist, UX & Service Designer

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ABOUT

Bringing user-centered access to digital and in-person experiences.

SKILLS + SOFTWARE

DESIGN PROCESSES + METHODS

UX + UI Design - apps, systems, flows

Service Design - blueprint mapping

Co-Design - workshopping and requirement gathering

Strategic Design - initiative and adoption enablement

Participatory Design - research and observation methods

Human-Centred Design - end to end considerations

Design Thinking - stakeholder engagement and empowerment

Information Architecture - digital wayfinding

WIREFRAMING & PROTOTYPING

Figma
Claude
InVision

ADOBE CREATIVE CLOUD

InDesign
Photoshop
Illustrator
Premiere Pro
Firefly
XD

PROJECT MANAGEMENT & VISUAL COLLABORATION

Jira
Miro
Asana
Slack
Trello
Google Analytics

MICROSOFT OFFICE + GOOGLE DRIVE APPLICATIONS

NVIVO

(Qualitative data analysis software)

WORK EXPERIENCE + PROJECTS

Jan 2022 -
current

JB HI-FI

Senior Service Designer

Manages complex projects focused on improving the lives of thousands of staff and customers. Develops apps for supply chain inventory and order fulfilment used nationally. Collaborates with stakeholders for business requirements and strategic initiatives.

Mar 2021 -
Dec 2022

D2L / ASCILITE RESEARCH GRANT | UNIVERSITY OF MELBOURNE

Faculty Assessment Practices in Response to COVID-19: opportunities for innovative futures | Design Researcher & Strategist

Examined faculty assessment practices in response to COVID-19 and identified what enabled or constrained digital learning. Engaged with researchers to enact Design Based Research methods in future execution.

Nov 2021 -
Mar 2022

INCLUSIVE DESIGN PROGRAM (IDP) PRODUCT BRIEF | SWINBURNE UNIVERSITY OF TECHNOLOGY

Service Designer | Lead Researchers: Jane Connory, Shivani Tyagi

Created a third-year industrial design studio brief that incorporates HCD methodologies for inclusive re-design of period products. A part of "Helping to destigmatise the use of period products for trans, masculine presenting, non-binary and gender diverse (TMNG) consumers through an inclusive communication design framework" 2024 research findings.

Dec 2020 -
Oct 2021

CLIMATE ACTION AUDIT | MONASH UNIVERSITY

Climate Crisis and Sustainability Education: Pilot Curriculum Review for MADA | Design Researcher | Primary Investigator: A.Prof Peter Graham

Investigated current approaches to sustainability education and identified opportunities for improvement. Used NVivo to create a thematic analysis, conducted interviews with staff, and collated insights for internal report.

June 2021 -
Sept 2021

PELOTON

UX Researcher, Contractor

Conducted 23 moderated usability tests and interviews for three product launches. Evaluated overall design, navigation, content, and product value to generate insights and communicate across design and research teams.

July 2015 -
June 2018

iMENTOR

Associate Director of Program Design & Experience

Led content creation and user management among programmatic ed tech systems. Created and tested e-learning trainings for the Mentor Education Program. Facilitated HCD methodologies among stakeholders to produce insights for improving programmatic products and services.

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EDUCATION

**PHD
PRACTICE-LED RESEARCH**
Monash University, AUS
WonderLab + Emerging Technologies Lab

PhD Supervisors:
Lisa Grocott, PhD
Jess Berry, PhD

Exegesis:
Embodied Enquiry through
Storymaking: collective interpretation
and meaning-making of one's own
experience in co-design workshops

**MFA
TRANSDISCIPLINARY DESIGN**
Parsons School of Design, USA

Thesis | Co-author: Reid Henkel
This is Water: exploring one's
own stress through a process of
reflective making

**BID
INDUSTRIAL DESIGN**
Syracuse University, USA

Thesis:
The World Designed by Children:
the world of design explored through
the inherent problem solving skills
and curiosity of children.

ACADEMIC RESEARCH & PUBLISHED WORKS

Sept
2022 **PUBLICATION: BOOK**
Participatory Practice in Space, Place, and Service Design: Questions of Access, Engagement and Creative Experience
Vernon Press

Feb
2021 **CONFERENCE: SERVDES2020 ONLINE WORKSHOP**
Real-Time Co-Analysis: probing lived experiences and analysing material data
Co-convener: Yi Zhang

Invited creative practitioners who work with non-numerical data (visual/material/embodied/intuitive, etc.) as well as those who are interested in new ways to integrate co-analysis activities into their practice.

Oct
2020 **CONFERENCE: PUBLIC PEDAGOGIES OF LOCATION ONLINE SEMINAR**
Narrative Panoramas: surfacing tacit knowledge through material translation and co-analysis of lived experiences

Explored how to better understand how digital ecologies affect and reflect our lived experiences through reflective making and storytelling.

Aug
2020 **CONFERENCE: DRS2020 (DESIGN RESEARCH SOCIETY) WORKSHOP**
Narrative Dioramas: capturing tacit knowledge generated through reflexive language of lived experiences

This workshop investigated how participants can analytically engage with a lived experience through scaffolded making activities.

Jan
2020 **CONFERENCE: AMPS EXPERIENTIAL DESIGN PRESENTATION & PAPER**
Narrative Dioramas: Capturing new knowledge generated through storymaking within co-design activities

Presented PhD research that investigated how variations of performance, forms, and future imaginaries emerge in generative making methods, how they are shared through stories within workshops, and how best to analyse story data.

Mar
2019 **CONFERENCE: MELBOURNE DESIGN WEEK WORKSHOP**
Re-Imagining Data in Creative Practice

Invited participants to reflect on different types of data in their own practice and examine the design decisions and activities that make that data known. The workshop interrogated and transformed preconceptions about what data might look like, feel like, and ways it might deepen one's own practice.

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AWARDS + FELLOWSHIPS

IDEO + KNIGHT FOUNDATION CIVIC DESIGN FELLOWSHIP, 2015

Parsons School of Design & Brick+Beam
Detroit, USA

Awarded to provide civic innovators in U.S. cities the know-how to build out and implement ideas that add to the success of their cities, Parsons School of Design at The New School piloted an Urban Prototyping Lab in collaboration with the award-winning design firm IDEO.

JOHN L. TISHMAN SCHOLARSHIP, 2014

Parsons School of Design, USA

Scholarship for students at Parsons The New School for Design and other divisions of the university who show interest in and a commitment to sustainable development, design, and construction.

FEMA CERTIFICATE, 2013

U.S. Federal Emergency Management Agency + Parsons School of Design, USA

Recognises creative and dedicated efforts in support of building community resilience, including setting highest standards for project planning and execution.

TEACHING EXPERIENCE + RA POSITIONS

2018 -
2021

ADA5111: DESIGN THINKING FOR BUSINESS

Monash University, AUS

Design Thinking brings together some approaches that are known in the sciences and humanities, such as analysis and synthesis, but applies them in ways that are particular to a design approach.

IDN3002: INDUSTRIAL DESIGN STUDIO 5

Monash University, AUS

The aim of this unit is to prepare the student professionally by focusing upon a chosen design project that brings together all the learning and skill set acquisition that students have undertaken on the course.

IDN3001: INDUSTRIAL DESIGN STUDIO 4

Monash University, AUS

The aim of this unit is to capture and develop the skills to enable a designer to appreciate and understand the financial, marketing and business implications of taking a product concept into the commercial realm.

ADA2011: INTERDISCIPLINARY STUDIES 2

Monash University, AUS

This interdisciplinary studies unit engages students with complex contemporary challenges via project-based activities and problem-based learning. Student cohorts may include any combination of disciplinary backgrounds.

2014 -
2015

DESIGN FOR EVERYDAY TECHNOLOGY

Parsons School of Design, USA

This course introduced User Experience (UX) design for non-majors.

DESIGN, SELF & SOCIETY

Parsons School of Design, USA

This course examined the ways that design influence a sense of identity.

RESEARCH ASSISTANTSHIPS

Parsons School of Design, USA

Lisa Grocott: design research - worked to implement design methods to cultivate growth mindset in schools.

Greg Climer: product design- assisted completion of mosaic tapestry for inclusion in exhibitions.