

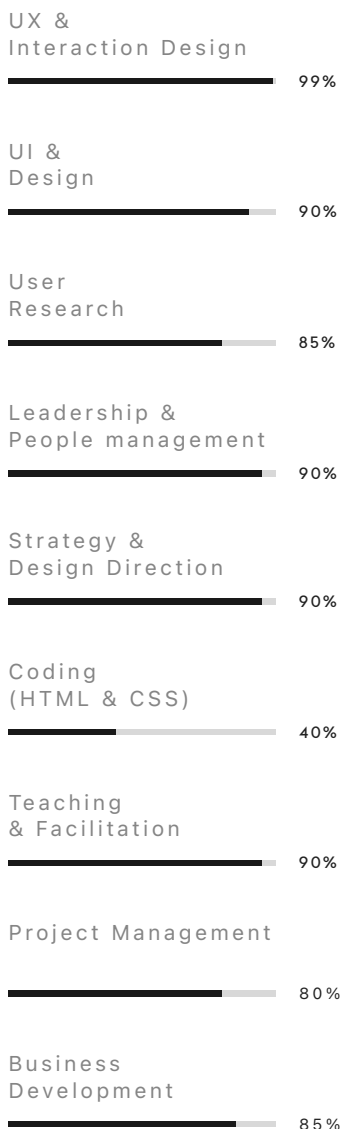


I am Haifa Sekkouah.

Experience designer, car park space hunter,  
& avid coffee drinker, from Melbourne, Australia.

Folio | [Linkedin](#)

## Skill Comfort



## About Work & Play

My early interest in human behaviour and research later lead to a pivot into Advertising & Graphic Design, and dabbling in code. Fortunately, the science, the art and the tech combined beautifully into User Experience Design, and the rest is history.

Over the years, I have been fortunate to be able to contribute to development projects across startups, corporate, government, and global tech companies, with opportunities to branch into product design strategy and growing design teams.

I have also found much satisfaction in the training of future designers, mentorship and contributing to the wider tech community.

When I'm not in front of a screen, I'm usually tinkering on the piano, trying to make barista coffee, or digging dirt in my backyard. My preferred creative expression is in the pulling apart, fixing up & repurposing of the old and broken. I may also secretly relish the thrill of the hunt for car park spaces, in crowded parking lots.

## Certifications

**UX Design Principles for AR & VR**  
NYU Tandon School of Engineering

**SAFe Accredited**  
Scaled Agile Framework for Enterprise

**Intro to Systematic Reviews**  
The Cochrane Collaboration



## Tools

### Design

Adobe Creative Suite  
Sketch + Abstract  
Figma  
Pen + Paper  
Whiteboard + Marker  
Miro

### Prototyping

Figma  
Invision  
Axure  
Atom + Chrome  
Sketch

### Others

Microsoft Suite  
Google Docs  
Miro board  
Google Jamboard  
Trello  
Jira + Confluence  
Asana  
Airtable  
UserTesting.com  
Dovetail  
Salesforce

## Work Design & Tech

### **Persistent Systems [Present]**

#### **Principal Experience Design Consultant**

Project work, Design Augmentation, preparing design RFPs and Scoping Design projects.

### **Total Synergy [Oct 2024 - Feb 2025]**

#### **Director of UX**

Setting product design roadmap, partnering with Product to develop experience strategy and product evolution. Team management. User Research and Analysis. Concept work. Driving the rebrand of their current product. Design.

### **Bondle [Aug 2021 - Feb 2023]**

#### **Head of Design**

Working in collaboration with the CEO of Bondle to develop product strategy, and design direction. End-to-end design in collaboration with design team, people management, design team operations, and supporting brand & marketing team.

### **HCL Technologies [Dec 2020 - Sep 2024]**

#### **Solution Director | Experience Design Consultant**

Scoping and managing projects & accounts, preparing RFPs, Experience Design team work and people management, Experience Design end-to-end.

Cricket Australia

Commonwealth Bank of Australia

Coles

Elder's Wool

Fonterra

Sydney Transport

SA Police

### **Zendesk [Nov 2018 - April 2020]**

#### **Product Design Lead**

Technical design leadership,- cross-cutting products. Vision setting, collaboration, overarching strategy & product design.

### **Redbubble [Nov 2017 - Oct 2018]**

#### **Principal Product Designer**

People management, theme leadership, design strategy, team building, product design.

What can I help you with?

Work Design & Tech



End-to-End Product Design

**Nintex** [May 2017 - Nov 2017]

**Lead Product Designer**

Partnering with Product management and Engineering to lead product strategy, design and research for the Forms product.



Evolving Design Practices & Systems

**Australia Post** [Sep 2016 - Mar 2017]

**Lead Product Designer**

Sprint design. All aspects of research, ideation, design exploration, pitching, prototyping and validation.



Leadership & People Management

**General Assembly** [Jan 2016 - 2024]

**Course Instructor**

Course content development, course delivery, community/industry involvement and student mentorship.

**AGL** [Aug 2015 - Sep 2016]

**UI/UX Lead**

People management, team building, practice development, design thinking advocacy, strategy & business relationships, product design, and mentorship.



Product Direction & Strategy

**Object Consulting** [Jul 2011 - Apr 2015]

**Senior UX Design Consultant**

Consulting in UX for Object's clients:

Telstra

Telstra Wholesale

NAB

MAFS

AMP

Department of Environment & Primary Industries (DEPI)



Creative Design & Brand

**Whisper Out Loud** [May 2009 - Aug 2016]

**Principal Creative | Creative Director**

Creative development, pitchwork, managing cross-functional teams, business development, design.

Clients:

Symantec

eTaskr

Cultural Infusion

Fyrebbox



Teaching & Speaking



**Sectors**

SAAS  
Zendesk  
Nintex  
Redbubble  
Total Synergy

**Government**  
Australia Post  
DEPI  
SA Police

**Corporate**  
AGL  
Coles  
CBA  
Cricket Australia  
Telstra  
NAB  
Symantec

**Startups**  
Bondle  
Fyrebox  
eTaskr

**Consulting/Agency**  
Persistent Systems  
HCL Technologies  
Object Consulting  
Whisper Out Loud studio

**Advisory/Training**  
LifeChanger Foundation  
Experience Strategy Consultant

AGDA  
Committee Member

General Assembly  
Experience & Design Instructor

**Work Other**

National Trauma Research Institute (NTRI) | Alfred Health [2008 - 2010]  
**Research Officer**  
Medical research analysis to assess study design quality and reliability of data. Literature reviews for Systematic reviews and presentation work.

Global Evidence Mapping | The University of Melbourne - Dept. of Surgery [2007]  
**Research Officer**  
Analysis of medical research data to determine quality of study design and data for systematic review inclusion. Presentation of findings on org website, and experimentation of interactive presentations. Web site administration.

Koori Health | The University of Melbourne - Public Health Dept. [2003]  
**Research Officer**  
Coordination and execution of research materials for Koori Health Utilisation study in the Mallee region of Victoria. Research & writeup of literature review of study.

**Education**

RMIT University  
(Part of) Masters of Web Programming

Granadi School of Design  
Adv. Dip. of Advertising & Graphic Design

The University of Melbourne  
BSc. Biomedical Science (Neuroscience)

MacRobertson Girl's High School  
VCE (High School) Diploma

**Contact**

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