

Experience

Senior Consultant
EY Studio+
Jul 2025 - Aug 2025

- Established mobilisation and delivery foundations for a large-scale SAP rollout across 104 independently operated supermarket stores, reducing delivery risk across multi-wave deployment.
- Designed scalable store readiness framework (checklists, assurance processes, entry/exit criteria) enabling objective go/no-go decisions.
- Integrated cross-functional inputs (finance, operations, tech, training, change) into a single deployment model.
- Implemented readiness questionnaire enabling early risk identification prior to go-live.
- Designed go-live support and escalation model covering cutover, hypercare, and stabilisation.
- Established and managed integrated 18-month programme plan as PMO Lead (dependencies, milestones, risks, governance).
- Led design of successful \$12M executive-level proposal and coordinated 96-slide project plan.

Consultant
EY
Mar 2023 - Jun 2025

Workforce Wage Cost Dashboard

- Facilitated senior leadership workshop identifying three workforce management opportunities; one progressed into \$1.8M engagement.
- Shaped unallocated programme budget into defined workforce wage-cost dashboard value case.
- Led discovery across business and technical stakeholders aligning ambition with data constraints.
- Designed low-fidelity dashboard concepts using Google Cloud Platform patterns.
- Defined four personas guiding workforce metric prioritisation.
- Facilitated 40+ stakeholder workshops; translated insights into clear build-ready requirements.
- Established Jira & Confluence workflows and prepared Steering Committee updates.

National Infrastructure Self-Service Data Portal

- Contributed to multi-year government infrastructure transformation via design of self-service data portal.
- Translated 60+ initial needs into 20 prioritised user-centred requirements.
- Developed personas and user models in low-access environments.
- Planned and supported 10 user interviews and usability tests across prototype stages.
- Designed onboarding, search, customisation and support features to drive adoption.
- Identified future integration opportunities (Power BI, GIS, Salesforce, enterprise systems).

Leadership & Contribution

- Facilitated APAC Tech Consulting Graduate design thinking session
- Led monthly service line meetings (15+ consultants)
- Designed and led delivery of fortnightly national business consulting resourcing management calls.
- Mentored intern; supported graduate recruitment panels (100+ audience events).
- Delivered onboarding sessions for complex long-running engagements.

Enterprise HR Transformation

- Supported change strategy for enterprise-wide HR system rollout impacting 25,000+ employees.
- Designed and delivered in-person training to 250+ managers (96.7% positive feedback).
- Provided post-launch support across 130+ stores, resolving 150+ technical queries.
- Assisted in development of BAU support model serving 23,000+ system users.
- Gathered and translated user feedback into actionable product enhancements resulting in 67 product improvements.

Business Development & Commercial Contribution

- Contributed to development of 10+ proposals securing \$10M+ across digital transformation, cybersecurity, and data engagements.
- Led strategic storytelling and visual design across major RFPs and executive presentations.
- Directed creative development of multiple \$2M+ proposals and contributed to successful \$1.8M and \$12M engagements.
- Produced materials presented to Government Ministers and national consulting audiences (700+ attendees).

UX & Visual Design Leadership

- Delivered UX, UI, and visual design expertise across government and enterprise clients.
- Translated complex business and technical concepts into executive-ready artefacts.
- Contributed to \$1.5M+ research publication and high-value client reporting.

Consulting Intern EY

Nov 2021 - Feb 2022

- Contributed to public sector service design transformation.
- Produced 40+ method service design playbook.
- Facilitated sprint testing and hypothesis validation.
- Supported and co-facilitated 4 online workshops (Mural, Miro).
- Identified internal process improvement opportunities.

Design Tutor Victoria University of Wellington

Jul 2022 - Sep 2022

- Facilitated and assessed two classes of 20 undergraduate students each week.
- Topics taught were around design research methods, human behaviour, biases and inclusive design principles helping them prepare for real world UX challenges.

**Lead Brand
Ambassador**
Spur, Mediaworks
Dec 2019 - Feb 2023

- Delivered 80+ activations across sales, PR, sampling, research.
 - Conducted research with 500+ participants; distributed 1,000+ samples.
 - Appeared on international TV and national radio (500,000+ listeners).
 - Promoted 50+ global brands including Ford, Coca-Cola, Spark, ANZ, NIB, Mercedes, Disney, FIFA and others.
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Education

Bachelor of Design Innovation

Victoria University of Wellington

Major in Interaction Design, Minor in Marketing

Major GPA: Upper Second Class Honours (2:1)

- Pro-bono consulting for non-profit (Ignite Consulting Club).
- Events & Sponsorship Executive - Ignite Consulting Club.
- Victoria Business Consulting Club - Case competitions judged by EY panel.

Training (EY Internal)

- From generative AI to Agentic AI - Market trends, client impact, and workforce evolution
 - AI for consulting
 - Monthly business consulting case clubs
 - Basics of engagement economics
 - AI Now 2.0 - use GEnAI as your thought partner
 - Transformation realised unpacked - value driver deep dive
 - Technology consulting graduate bootcamp
 - Consulting excellence programme
 - Business design - introduction to service
 - Business design - introduction to sales
 - Business design - introduction to pricing
 - Introduction to transformation architect role
 - Introduction to business transformation
 - Introduction to business design
 - Transformation delivery foundation
 - AI Now
 - Introduction to complex problem solving
 - Client Centric Foundations
 - Business model innovation: differentiate and grow your company
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