

Renee Tilyard

UX Manager & Design Leader | People Coach & Mentor | Scalable UX & Design Systems | Lean & Agile UX | ENFJ

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Chapter Lead - UX @ Endeavour Group | April 2021 - Present

Lead the co-creation of a trusted Design practice and scale the UX Research & Design capability:

- * Scaled UX practice from 6 to 16 UX Researchers & Designers over 12 months (Sep 20-Oct 21)
- * People coach and guide, focusing on the HOW, not the what.
- * Facilitate the iteration of methods and frameworks to enable discovery led Product Development
- * Enable and influence Agile ways of working, digital transformation and people first strategies

UX Lead @ Endeavour Group | October 2020 - April 2021

Lead the co-creation of a trusted Experience Design practice and build a UX Design capability:

- * Lead and nurture a community of UX practice and mastery, managing 10+ UX Designers
- * Lead UX Designer in a squad for eCommerce web channels.

Senior UX Designer @ Endeavour Group | March 2020 - October 2020

Lead UX Designer for eCommerce web channels for Dan Murphy's and BWS:

- * Re-design of Homepage leading to 103% increase page views and reduced page exit rate
- * Re-design of Global navigation - Header, Footer & MegaNav
- * Defining and refining UX processes, systems and frameworks.

Senior UX Designer @ Class Ltd | April 2019 - February 2020

Create UX capability to support Product Development in re-imagining customer experiences:

- * Design System Product Manager & Design Lead; defined roadmap, processes and tooling.
- * People leader of 1 x UI Designer

Senior UX Designer @ IAG | September 2018 - February 2019

To lead the UX Design and delivery of digital customer experiences across programs of work:

- * Lead UX, Property Recover Journey for NRMA Insurance, Coles, RACV, SGIO and SGIC
- * Re-designed and delivered Digital Home Claims lodgement and repairer allocation experiences
- * Increased avg. completion rate of Home digital claims to 80% (compared to 55% for Motor)

Mid UX Designer @ IAG | June 2017 - August 2018

Work collaboratively to design flows, interfaces and artefacts that bring digital experience to life:

- * New quote and buy digital experience for NRMA CTP Insurance: 16% increase in conversion.
- * Re-designed NRMA Insurance CTP Digital Quote & Buy, increasing conversion to 25%
- * Designed & documented UX patterns and components for Chroma | IAG Design System.

UX Architect @ IAG | September 2015 - May 2017

Work collaboratively to design flows, interfaces and artefacts that bring digital experience to life:

- * UX lead for NRMA Insurance retail website; A/B testing and Drupal re-platform project.
- * Re-designed the brand retail website digital payment, amendment and renewal experience for NRMA, SGIO and SGIC Insurance. 12%-15% increase in digital share within 1 month.

Digital Producer @ IAG | July - August 2015

Supporting a digital content strategist and squad to create The Hub, NRMA Insurance new online magazine, supporting SEO optimisation and CMS (Content Management System) development.

Digital Content Manager @ Mission Australia | September 2013 - June 2015

Develop and manage the digital ecosystem to progress strategic objectives:

- * Re-design Mission Australia's website to align to Marketing and IT strategy
- * Re-platform and re-design Mission Australia Intranet to a functional, task-based site.

Website Manager @ Mission Australia | October 2011 - September 2013

Website and Content development to enable digital marketing and communications activities.

Digital Communications Executive @ RICS | January 2010 - October 2011

Develop digital content & capability to support RICS strategic priorities by partnering with stakeholders and managing content from 50 content editors across 7 global regions.

Content Editor @ RICS | April - December 2009

- * Optimised and developed new SEO content to migrate to a new website CMS.
- * Developed style and editorial guides for site authors, across 7 global regions.

Key skills & attributes

- * People leader, mentor and coach
- * Change agent, growth mindset
- * Connector of people and ideas
- * Design Systems & Systems thinking
- * Lean & Agile UX Design
- * Product Development & Delivery
- * Emotional Intelligence (EQ)
- * Collaborative and inclusive
- * Data and evidence driven
- * Creative, playful & fun

Tools

Sketch, Axure, Invision, JIRA, Confluence
Office365, GoogleSuite
MIRO, Post-its, pen and paper
Design Thinking / UX Design activities

Education | Learning | Growth

- * We Are Endeavour Leadership 2021
- * Product Management Foundations 2020
- * IAG Connected Coaching 2018
- * Leading at IAG 2018
- * NEXT Innovation Accelerator 2018
- * Lean Principles 2018
- * TRAIN: Investigation and Validation 2018

Diploma of Graphic Design 2008

Natcoll Design Technology, NZ

Bachelor of Commerce (Tourism) 2001

Lincoln University, NZ

Interests

- * Spending time with friends and family
- * Travelling, exploring and learning
- * Boxing, yoga and dog walks
- * Sewing, crafts and cooking for others
- * Enjoying nature, the beach and ocean