

# Juliet Gobran

Product Designer | UX Strategy | AI-Assisted Development  
Wollongong, NSW | Open to hybrid in Sydney and remote roles  
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## Professional Summary

Product Designer with five years of experience taking digital products from concept through to implementation. I enjoy solving ambiguous problems, transforming ideas into intuitive user experiences, and collaborating closely with stakeholders to deliver products that balance business goals with user needs. I validate design decisions with user research and testing.

My experience spans product strategy, information architecture, UX, UI, design systems, and AI-assisted front-end development. Most recently, I have been designing products directly in code using Cursor, Claude and Next.js, enabling faster iteration and greater design precision during implementation.

## Skills

**Product and UX:** Product Strategy, Product Discovery, Information Architecture, User Flows and Journey Mapping, Feature Prioritisation, UX Design, UI Design, Design Systems, Interactive Prototyping, Usability Testing, User Research, Accessibility

**Collaboration:** Stakeholder Collaboration, Cross-functional Delivery, Agile and Scrum

**AI-Assisted Development:** AI-Assisted Product Development, Claude, Cursor, Gemini, ChatGPT

**Design Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)

**Technical:** HTML, JavaScript, CSS, Next.js, Git

## Work Experience

### Freelance Designer, Self-employed

March 2024 – Present | Remote

- Create and update marketing websites for local businesses.
- Maintain the websites for The Sewing Collective and Blumen by Sarah.
- Write proposals to win new work from local businesses.

### Senior Product Designer, Go To Apps

February 2025 – July 2026 | Remote

Led the design of 8 digital products across 5 clients, from concept through implementation, working closely with founders and clients to shape product direction.

- Completed the end-to-end design of Footprints Maps, a consumer travel platform ready for launch on iOS and Android.
- Designed the Footprints Maps for Business portal, using AI-assisted development to design and implement concurrently.
- Led feature testing on a large-scale enterprise system, consolidating findings and providing recommendations.
- Introduced AI-assisted product development workflows using Cursor, allowing interfaces to evolve directly in code.
- Built scalable design systems across multiple products.

### UX Engineer, Digital Hitmen

March 2024 – December 2024 | Remote

Designed high-performing websites across ecommerce, B2B marketing and eLearning while collaborating closely with developers and SEO specialists.

- Led UX and interface design for 12 responsive websites.

- Improved information architecture and user journeys.
- Balanced business goals with SEO and accessibility requirements.

## iOS UI Engineer, Westpac

November 2020 – July 2023 | Remote / Hybrid

Designed, built, and maintained components for Westpac's native mobile banking experience.

- Led the design of the Modular Banking pitch to the Westpac Board in After Effects, securing funding for the Consumer Digital Technology business unit.
- Introduced an icon font that reduced icon assets from 5 MB to 33 KB, simplifying the iOS and Android code bases and forming a single source of truth across the multi-platform mobile app.
- Helped build Chopper, an internal app that showcases the component library on device, giving designers and developers a shared source of truth between Figma and code.
- Stepped up as Scrum Master and Change Manager for the internal WorkSMART app, managing 2 developers and 1 designer through 3 successful releases in 2 months.
- Designed and refined reusable native UI components within a large enterprise design system.

## Selected Projects

### Footprints Maps for Business

Designed an end-to-end self-service business platform enabling regional businesses to manage their presence within the Footprints Maps ecosystem.

- Defined the information architecture by working backwards from the traveller experience.
- Designed the complete product, marketing site, and onboarding journey.
- Introduced an AI-assisted workflow using Cursor to design directly in code alongside development.
- Created a guided onboarding experience featuring setup checklists, profile strength indicators and live previews to improve confidence and profile completeness.

### Footprints Maps App

Designed a gamified travel platform helping users discover regional Australia.

- Led product design from concept through to a launch-ready product.
- Defined user journeys, design system, and interaction patterns.
- Created a frictionless onboarding experience that demonstrates value before requiring account creation.
- Developed a cohesive visual language inspired by Australian landscapes.

## Recapped

Designed a SLC (Simple, Lovable and Complete) product focused on effortless digital collections.

- Developed branding and product identity.
- Designed a calm interface centred around simplicity.
- Created an extensible design system supporting multiple collection types.

## Education

**Bachelor of Computer Science (Software Engineering)**, University of Wollongong, 2022 (Distinction)

**Bachelor of Creative Arts (Visual Arts and Design)**, University of Wollongong, 2022 (Distinction)

## Awards and Scholarships

- University of Wollongong Do Your Thing Scholarship for Female Developers, 2022
- New Colombo Plan Internship Scholarship, Malaysia, 2019
- University of Wollongong Research and Innovation Work Integrated Learning Scholarship, 2018
- Westpac Young Technologist Scholarship, 2018