

WILL DONALDSON

UX/ UI Designer | 7+ YEARS EXPERIENCE

I am a results-driven UX/UI designer who loves turning complex problems into clean, user-friendly designs. I utilise user research to guide my decisions and use my front-end experience to design within development constraints and technical frameworks.




CONTACT

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EDUCATION

 Google UX Design Professional Certificate
2023 - 2024

 Victoria University
2014 - 2016
Bachelor of Design Innovation
Major: Media Design
Minor: Film Studies

SKILLS

Design

User Research • Wireframing • Prototyping • Usability Testing • Design Systems • Accessibility • HTML • Responsiveness • CSS • JavaScript • PHP

Tools

Figma • Maze • Adobe Illustrator • Qualtrics • Smartlook • Claude Code • VS Code • Adobe Suite • Jira • Miro • Microsoft Suite • GitLab • Askable

Personal

Leadership • Team Work • Communication • Self-Management • Innovation and Problem-Solving

ACHIEVEMENTS

- Tregaskis Brown Project Management Essentials Course
- Four-Time Onslow Cricket Club Captain of the Year
- Two-Time Western Suburbs Under 21 Rugby Player of the Year
- Wellington College Drama Prefect
- Peer Support Leadership Programme

COMMUNITY

Onslow Cricket Club

- Committee Member
- Club Volunteer

EXPERIENCE

 Sky New Zealand
Aug 2025 - Present

UX/UI Designer

I have been designing seamless user journeys across both e-commerce and existing customer touchpoints, including the Sky TV website and My Account app. Alongside this, I have contributed to the development of a modern design system built on semantic and primitive token architecture, which syncs to a global system shared across Sky's wider product suite — including Sky Go, Sky TV UI, and Neon.

 Psoda
Nov 2016 - Jul 2025

Lead UX/UI Designer Dec 2018 - Jul 2025

I led and conceptualised all product design projects at Psoda. My primary focus was enhancing the UX/UI design of the product from user research through to roll out. Additionally, I handled responsibilities including front-end development, graphic design, and marketing. Notable highlights within this role included:


- Constant enhancement of Psoda's user experience through user research, prototypes, usability testing, and accessibility considerations.
- Rapid wireframing, low-fidelity and high-fidelity prototyping for Psoda and multiple other mobile and web apps.
- Engaging in effective communication and collaboration with project stakeholders.
- Leading and managing design and developer interns.
- Researching, designing, and developing Psoda's public website and help centre.
- Front-end development of new product features.
- Redesigning the Psoda brand, encompassing logos, websites, conference merchandise and marketing.

Animator/Video Designer Nov 2016 - Dec 2018

I produced engaging and effective project management videos for our product and YouTube channel. This involved:

- Building a project management YouTube channel from the ground up to over 8,000 subscribers.
- Developing numerous animated videos for both our channel and product.

 Dick Smith Electronics - Sales Assistant
Nov 2015 - Apr 2016

 Speedy Signs Wellington - Accounting and Administration
Jan 2014 - May 2015