

# Hello

## I'm Joanne Walter

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## About

I am a Product Designer with an extensive background in both web design and development. I am skilled in user experience (UX) design, user interface (UI) design, graphic design, rapid prototyping, design thinking, facilitating and running workshops, qualitative and quantitative research.

As a Product Designer I have worked across all phases of the design cycle (research and problem definition through to launch). I am currently most passionate about the early and mid phases of the process (research, problem definition, ideation, rough interface designs and flows, testing, prototyping and idea validation).

In the past 8 years I have worked for two Australian based Technology Startups. Most notably I joined SafetyCulture in its early days and was part of their growth journey from Startup to Scaleup. It was during my time at SafetyCulture that I transitioned from Web Design and Development to Product Design.

Outside of work I spend my time listening to podcasts, honing my green thumb, solving the riddles and puzzles of escape rooms, and tinkering away on various craft projects. Recently I reignited my passion for frontend development and have been challenging myself by designing and developing simple games.

## Experience

FEBRUARY 2020 - PRESENT

### **JESI** - *Product Designer*

In 2020 the team at JESI was very small. I worked across multiple areas of the business assisting where necessary. I predominantly worked on making improvements to the UI and UX of the product. Additionally, I looked after the marketing website and assisted the business with any graphic design needs. A key accomplishment in 2020 was setting up interactive training guides

within the JESI web app using WalkMe. In 2021 the team at JESI grew and I was able to focus fully on Product Design. My roles and responsibilities have included:

- Assisting with graphic design requirements across the business (2020 only).
- Maintaining the marketing website (2020 only).
- Working closely with developers.
- Setting up and maintaining in-app announcements and interactive guides with WalkMe.
- Setting up, maintaining and reporting on our in-app NPS survey.
- Conducting both qualitative and quantitative research.
- Rapid prototyping (in Figma and with HTML/CSS/JQUERY).
- Establishing a Component Library in Figma, and documenting it for Development.
- Redesigning core parts of the product with a strong focus on accessibility.
- Designing usable experiences (flows and interfaces).
- Writing acceptance criteria for frontend work.
- Quality assurance testing prior to production releases.
- Mentoring a Graduate Designer.

#### **Working on a Journey Management product during COVID-19:**

2020 was a challenging year for us all. With all non-essential travel crippled to a standstill, JESI, a product that focused on Journey Management, had to quickly adapt to remain useful to its customers. The team at JESI worked quickly and swiftly at the start of the pandemic to extend the product to include both working from home and working on site functionality. COVID-19 fast tracked JESI from being a Journey Management solution to a Remote Worker Management solution.

SEPTEMBER 2017 - JANUARY 2020

#### **SafetyCulture - Product Designer**

During my time as a product designer at SafetyCulture I worked in multiple cross-functional teams that focused on scheduling, reshaping our freemium offering, team management, and growth. My roles and responsibilities included:

- Conducting both qualitative and quantitative research.
- Ensuring the entire team understood our customers' pain points.
- Collaborating with various stakeholders, including product managers, customer support, customer success, marketing and engineering to define product requirements.
- Defining product vision.
- Scoping out projects.

- Designing usable experiences (flows and interfaces).
- Rapid prototyping.
- Writing acceptance criteria for frontend work.
- Quality assurance testing prior to production releases.
- Conducting design thinking workshops.
- Identifying growth opportunities and scoping out growth experiments.

DECEMBER 2013 - SEPTEMBER 2017

**SafetyCulture** - *Website Designer / Developer*

As the marketing team's website designer and developer at SafetyCulture, I built and maintained multiple online experiences, including the marketing site, the support site and the blog. My roles and responsibilities included:

- Designing and developing responsive, cross browser compatible web pages.
- Collaborating with copywriters and product marketers.
- Managing web projects from concept to completion.
- Identifying and acting on opportunities for split testing; setting up tests and analyzing results.
- Developing an atomic framework that reduced the time involved with building new pages.
- Developing an in-house A/B testing framework that better suited SafetyCultures' needs.
- Managing and maintaining plugins and security updates across all our wordpress sites.
- Migrating our initial static website into WordPress.

2012 - 2013

**Oracle Studio** - *Website Designer / Developer*

- Designing and developing websites for local businesses in Townsville.

2009 - 2012

**Mojito Solutions** - *Website Designer / Developer*

- Designing and developing websites for local businesses in Townsville.

## Education

2005 - 2008

**James Cook University, Townsville** - *Bachelor of Visual Communication*

## Recommendations

### **Timothy Greig** - *Product Design Principal at SafetyCulture*

Jo had a significant impact during her time at SafetyCulture, leading design on key projects that have gone on to result in impressive increases in customer conversion and engagement. Inclusive, collaborative, and thorough – she has a real knack for keenly thinking through a solution to uncover the scenarios and edge-cases that others would normally miss.

### **Dylan Mathiesen** - *Product Manager at SafetyCulture*

I've had the pleasure of working with Jo for 2 years now. She is a skilled Product Designer and talented design researcher. Her ability to develop customer needs through research, design solutions and iterate based on customer feedback/testing is an invaluable addition to every project we've worked on. Jo is known for her eye for detail in the company and ability to study, document and communicate how complex product features are used. These research and communication skills have helped her develop design principles now followed by the entire design team and present complex visions and proposals to senior leaders in the company. Jo is a standout on the team and would be an asset to any team she works with in the future!

### **João Inacio** - *Product Designer at SafetyCulture*

Jo is an incredible designer. She challenges the way things are done, and is fiercely transparent and honest. One of her biggest strengths as a designer is her empathy towards the user and her passion for research. She also has experience with coding that allows her to understand the technical challenges and quickly develop fully functional prototypes to test concepts and ideas. It was always a pleasure to work with her on various projects at SafetyCulture and I'd highly recommend Jo.

### **Joel Pinkham** - *Head of Growth Marketing at SafetyCulture*

Jo really understands how to create a great experience and I loved working with her at SafetyCulture. You can have a brief conversation and she will own it from there. She always had great ideas to contribute and executed it all from design to development and even setting up the frameworks for A/B testing, making her a weapon of an all-rounder.

### **Tom Dance** - *Director of Engineering at SafetyCulture*

I have been fortunate enough to spend over two years working directly with Jo Walter at SafetyCulture. I don't use the word fortunate lightly - in this instance, it is totally deserving. Jo is an

absolute delight to work with. To label her a product designer, sells her short, she is far more talented.

I worked with Jo directly as a product manager in the same product team. Jo and I spoke daily about projects we were working on along with strategic initiatives being planned. Regarding the day to day, Jo is reliable and diligent with her work. I know if I ask Jo for a deliverable for our software engineers she will get it done, and to an extremely high standard. Any experienced PM or leader will recognise just how good it is working with people you can rely on. Jo doesn't settle for "good enough" - she expects high performance from herself (and others), and she always delivers.

Jo is not afraid to get in the weeds on a problem when necessary. She will proactively research customer problems both quantitatively through product usage metrics along with qualitative methods such as customer calls and feedback. She merges feedback sources together, adds in her extensive B2B product knowledge and company strategic goals and produces beautiful user journeys that are on point and clearly justified with data and research.

A practical example of this is when we were investigating introducing a new free tier limitation to our product in the form of a split test. Jo organised customer calls from the cohort of users we were interested in, dug into the data and started iterating on early sketches. She continued to work on the designs and UX with careful attention to how the overall experience fits with the rest of the product. She encouraged feedback from the rest of the team and other product designers until she was confident with the final product. Delivering such a well thought through experience to our software engineers for implementation is a joy - they have everything they need and can focus on executing technically.

Jo can also switch to thinking strategically when required. In the lead up to a major refactor of some core team management screens in iAuditor, Jo researched critical components such as tables, lists, bulk actions, pagination and infinite scrolling. She developed strong opinions loosely held and proceeded to create slide decks for presenting her findings back to the company. She advocated for what she believed, took on feedback and we ended up with a rock-solid set of reusable components that suit our product and our customer perfectly.

As I said at the start, I am the fortunate one. I have seen how good a product designer can be, and Jo is outstanding. To round it all out, she is kind, genuine and a lovely person. If I'm building my ultimate product team, Jo is my first pick."