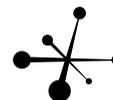


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Alastair Bruerton

Experienced UX/Product Design professional

A seasoned UX and Product Design professional with 18 years' professional experience, shaping user-centred digital products. Leading design initiatives and collaborating across disciplines to deliver meaningful outcomes. My broad range of skills allows me to guide projects through the initial user research, strategy and wireframing phase to the creative design and build. I am passionate about solving complex design challenges using strategic thinking, data-driven insights and user-centric methodologies. I enjoy working in a fast-paced environment using an iterative design process.

WORK EXPERIENCE

Xero – Senior Product Designer, Wellington

September 2020 – February 2025

I worked in Reporting at Xero as part of the Reporting & Insights team. I led the end-to-end design process, resulting in solutions that meet our customers' needs. I undertook usability testing and iterated to continuously improve and refine my designs, while adhering to Xero's design system (XUI) and the Reporting framework. I worked closely and collaboratively with Product Managers, Engineers, stakeholders and teams across Xero.

DNA – Senior Experience Designer, Wellington

October 2017 – April 2020

I took a user-centred approach to design to help organisations improve their customer experience across their digital touch points. My role involved UX, quantitative and qualitative research, workshops and co-design sessions, strategy, design, user-testing, synthesis and making recommendations.

I worked with a wide range of businesses and government agencies including MBIE, Ride Forever (ACC), Electricity Authority, NZ Post, Kiwibank, Mojo Coffee, Tenancy Services and Sport NZ.

ABruerton Ltd – Contract UX/Product Designer / Director, London

November 2013 – May 2017

Creative digital services for Product, responsive / mobile UX, interactivity, UI, visual design and front-end development. I worked in-house for clients, including The AA, FairFX, Dixons Carphone, Barclays, ILN and JWT.

Bauer Media – Digital Designer, London

June 2012 – September 2013

My role was to provide creative digital services for commercial and marketing projects for KISS FM and Magic FM. This involved UX, design and front-end development.

NV Interactive – Interactive Designer, Wellington

April 2011 – April 2012

This work involved UX, visual design and front-end development, allowing me to work on a project from the strategy to the delivery phase.

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Yeahboi

2011 – 2017, Wellington

With two others I founded Yeahboi Interactive, a boutique design agency specialising in digital solutions.

Provoke Solutions

February 2007 – April 2011, Wellington

Starting as a graduate designer I worked on a wide range of business software and websites. My role included design, user experience and front-end development.

SKILLS

- Product Design
- UX Design
- UI Design
- Interaction Design
- Design Systems
- Information Architecture
- Wireframing
- User-Centred Design
- Data-Driven Design
- AI in Product Design
- Generative AI
- User Research
- User Testing
- Customer Journey Mapping
- Usability Testing
- A/B Testing
- User Stories
- Persona Development
- Rapid Concept Design
- Prototyping
- Responsive / Mobile
- Ideation & Critical Thinking
- Agile & Lean UX
- Cross-functional Collaboration
- Mentorship
- Product Marketing
- Product Discovery
- Accessibility
- Web Standards
- HTML5 / CSS3

TOOLS

Figma, Miro, Cursor, ChatGPT, OpenAI, Lovable, JIRA, Confluence, Slack, Sketch, Adobe Creative Suite and industry standards.

EDUCATION

Bachelor of Design BDes(Hon) – Massey University, Wellington

Majored in Interactivity 2006

AI x Design Thinking – IDEO Course

2025

ACHIEVEMENTS

Gold at the Best Awards NZ (Small Scale Websites) for 'Funding Explorer' with DNA

Issued by Designers Institute of New Zealand Best Design Awards · 2020

Silver at the Best Awards NZ (Student Digital category) for 'Social Ticketing' with Massey University

Issued by Designers Institute of New Zealand Best Design Awards · 2007

REFERENCES

Available on request.