

Taryn du Plooy

Senior Product Designer | Craft-Driven | Insight-Led | AI-Enabled

LinkedIn [in/tarynduplooy](https://www.linkedin.com/in/tarynduplooy) | Portfolio tarynduplooy.com

PROFESSIONAL SUMMARY

Product designer with a background in neuroscience, five years designing end-to-end across enterprise and startup environments including banking, energy retail and enterprise technology. I lead discovery through delivery, translate complex business and system requirements into clear, usable workflows, and build the systems, accessibility standards and documentation that let organisations scale design safely. Comfortable partnering with engineers using AI-enabled tooling, running experiments and usage-funnel analysis to validate decisions, and mentoring other designers. Known for holding the line on judgement and craft in environments where the details matter.

EXPERIENCE

Senior Product Designer - [Removed](#), [One Click Switch](#) and [RateGuard](#)

BEMOVED | REMOTE | AUG 2025 - Current

Sole Product Designer across three energy-retail products at a fast-moving scale-up, owning end-to-end design from discovery to delivery.

- Increased One Click Switch funnel completion by 19% by identifying friction points and designing variant experiences, validated through A/B testing run in partnership with our CRO specialist.
- Took RateGuard from an early engineering build to a validated MVP in two months, leading research, design and dev handover.
- Built four interconnected component libraries and a white-label framework, so partners onboard using their own brand guidelines with zero engineering rework.
- Delivered three enterprise co-design integrations (Airtasker, Westpac, Realestate.com.au), balancing partner requirements with technical constraints.
- Use AI to accelerate research synthesis and prototyping, and collaborate with engineers using AI-enabled tooling (Figma MCP, Claude Code) to move quickly without lowering the bar on judgement.
- Built an AI content skill that encodes brand voice, tone, lexicon and compliance requirements as constraints, so AI-generated UX copy and content stay on-brand and compliant without manual rewriting.

Product Designer - Group Treasury E2E Transformation

MACQUARIE GROUP | SYDNEY | Feb 2024 - Aug 2025

Co-led end-to-end design on Macquarie's largest transformation project, converting manual, spreadsheet-based processes into structured, auditable digital workflows for staff.

- Designed the workflow system that became the operational core of the platform, structuring how staff completed, reviewed and audited their work.
- Built the organisation's accessibility design function from the ground up, training 15 designers, 10+ service designers and 5+ developers.
- Scaled the design system from 3 to 30+ components, adopted by 4 of 5 design teams across the division.
- Used AI to synthesise research and streamline documentation of design decisions, freeing more time for direct design and stakeholder work.
- Mentored designers and produced handover documentation enabling smooth developer and QA collaboration.

Product Designer

PEARLER | SYDNEY | May 2023 - Feb 2024

- Led end-to-end design across nine core features accounting for 90% of user engagement in Pearler's native app and responsive web experience, from research through to high-fidelity prototypes and handover.

- Redesigned core money-movement flows (buy, sell, deposit, withdraw, transfer), grounding every decision in direct user research and heuristic review to rebuild trust in a high-stakes financial task.
- Built a scalable, accessible design system, cutting UI design time by 75% through daily designer-engineer feedback loops.

Junior Product Designer

ATLASSIAN | SYDNEY | Nov 2022 - Feb 2024

- Designed and launched a compliance dashboard, enabling enterprise adoption in previously blocked sectors including EU finance and US government.
- Led design for data residency controls in Admin Centre, unlocking cloud migrations in regions with strict data-sovereignty laws.
- Shipped Sandbox event logs, turning a raw event-log dump into a structured, readable experience that reduced engineering reliance for debugging and improved support turnaround.

SKILLS

Design Approach & Methods | Design systems and governance, accessibility (WCAG), systems thinking, qualitative and quantitative research, usability testing, journey mapping, service design, stakeholder management, synthesis.

Tools & Technical Fluency | Figma suite, Adobe Suite, Atlassian suite (Jira, Confluence), Storybook, Notion, Dovetail, Maze, HTML/CSS/Python, Webflow, AI-assisted research and prototyping (Claude, Gemini)

Professional Highlights | Speaker at **Design Outlook 2024**, Speaker at **Macquarie AI x Design**, 4× CBA award winner, 3x Hackathon winner

Languages | English (native), French (B1 – intermediate)

EDUCATION & HIGHLIGHTS

Education: Bachelor of Design Computing (User Experience and Interaction Design), University of Sydney | Complete

Professional Highlights: Speaker at **Design Outlook 2024**, 4× CBA award winner, 3x Hackathon winner

Languages: English (native), French (B1)