

DAVID AFFRAN

CREATIVE DESIGNER

Contact Details

Wynnum west, Brisbane, QLD 4178 • 0405 205 950 • daffran@gmail.com

Websites, Portfolios, Profiles

- <http://david.affran.com>
- <http://affran.com>
- <http://linkedin.com/in/davidaffran/>

Professional Summary

I'm a Brisbane-based, multi-skilled designer with over ten years of industry experience. I've worked with a range of well-known brands within agency and corporate environments, helping to create intuitive digital experiences. My goal is to design digital solutions that demonstrate empathy, agility, and reliability, while keeping the user journey intuitive and seamless. I believe in a user centered approach that balances customer needs with business objectives.

I'm always keen to collaborate with teams that share my passion for bringing the customer's voice into the heart of the business. I'm a professional UX design specialist, with strong emphasis on user centered design and problem-solving. Known for effective team collaboration and flexibility in dynamic environments. Skilled in storyboarding, wireframing, prototyping, and user research, bringing results-driven approach. Dependable and adaptable, ensuring high-quality outcomes and user satisfaction.

Core Skills

- FIGMA
- ADOBE CREATE SUITE
- ADVANCED PROTOTYPING
- UX AUDITING
- DESIGN SYSTEM GUIDELINE & DOCUMENTATION (WCAG) BEST PRACTICES
- MIND MAPPING
- FACILITATING WORKSHOPS
- EMPATHY MAPS
- USER JOURNEYS
- LEVERAGING GENERATIVE AI FOR IMPROVED EFFICIENCY (MIRO, COPILOT, MANUS, UIZARD, CHAT GPT)
- USABILITY TESTING
- JIRA TASK MANAGEMENT

Experience

UX Designer (extended Contract),
06/2024 to 07/2025

Fugro

- Company Overview: An exciting opportunity to collaborate as part of a creative innovation team, shaping Fugro's design system and their suite of geospatial products. Website: <https://www.fugro.com/>
- My role involves the comprehensive task of developing documentation and guidelines for the existing design system as well as producing a Notion style version for non Figma users — a process that relies on understanding the business and connecting with its users.
- UX/UI end to end work on coastal resilience initiative, SmartCoast.
- Exciting opportunity to collaborate as part of a creative innovation team, shaping Fugro's design system and their suite of geospatial products. Website: <https://www.fugro.com/>

Senior UX Designer

02/2024 to 05/2024

Suncorp

- Company Overview: Working and collaborating with the Digital Insurance team and stakeholders. Website: suncorp.com.au
- Helping to solve complex problems while providing insightful feedback on current design patterns and best practices for an effective user experience across various Suncorp DI brands.
- Working on UX Audits for insurance brands.
- Working and collaborating with the Digital Insurance team and stakeholders. Website: suncorp.com.au
- Reduced sign up drop off by 25% after UX audit

Product Designer

03/2022 to 10/2023

Coviu Global

- Company Overview: An outstanding experience working with the Coviu team! Website: www.coviu.com
- Passionate about working closely with various Product and Engineering and Marketing team product owners to enhance the Coviu digital virtual care platform.
- Working primarily in Figma to experiment and product workflows to aim to problem solve the various pain-points for potential customers.
- Utilising most UX/UI based skill sets to develop customer personas, mental models, story mapping, empathy maps etc.
- Workshopping ideas with product owners to develop intuitive solutions that enhance the Coviu product.
- Prototyping AI featured products.
- An outstanding experience working with the Coviu team! Website: www.coviu.com

Product Designer (Consultant)

12/2021 to 02/2022

CareLynx Pty Ltd

- Company Overview: This was a short contract while consulting for the CareLynx team. Website: <https://www.carelynx.com/>
- Some of the tasks included a UX audit for the existing website and web app, applying heuristic analysis, and best practices for a better user experience.
- I collaborated with the product team by testing design patterns and iterating Figma user flows.
- I also maintained the design and content for the website CMS (Wordpress).
- This was a short contract while consulting for the CareLynx team. Website: <https://www.carelynx.com/>

Product Designer

06/2019 to 11/2021

ResApp Health

- Company Overview: I utilise my UX & UI skill-sets to effectively design our suite of products, delivering real clinical results.
- Working closely with a team of talented product leaders, clinicians and engineers.
- Solving complex design challenges, translating opportunities into intuitive design solutions.
- I utilise my UX & UI skill-sets to effectively design our suite of products, delivering real clinical results. Website: resapp.health

UI Digital Designer

04/2018 to 04/2019

Tiny Technologies

- Company Overview: As UI & Graphic Designer at Tiny, my focus has been on enhancing the Tiny brand through the website and various mediums. Website: <http://www.tiny.cloud>
- Primarily working in Sketch and InVision to produce wireframes, prototypes and concepts while collaborating with stakeholders at an international level.
- Using all aspects of my expertise as an experienced designer.
- Full use of all UX and UI skill sets.
- As UI & Graphic Designer at Tiny, my focus has been on enhancing the Tiny brand through the website and various mediums.

UI / UX Visual Designer

01/2017 to 01/2018

Comscentre

- Company Overview: Comscentre, the scope of my role consists of effectively executing user-centred design activities and research throughout the product development process for all the internal products such as the company CRM system, Website and customer portal. Website: <http://www.comscentre.com>
- Using a broad set of digital graphic design skills as well as UX skills (using Adobe CC) to improve the overall experience of their products.
- Comscentre, the scope of my role consists of effectively executing user-centred design activities and research throughout the product development process for all the internal products such as the company CRM system, Website and customer portal.

UI / UX Designer

08/2014 to 11/2016

IntegraPay

- Company Overview: As a UI-UX Designer at IntegraPay, my role spans every stage of a project life-cycle.
- From the holistic high-level UX solution design all the way through to the final UI execution and assisting the design/functional quality of the development delivery, then testing/analysing and iterating once the initial project has ended.

Senior Graphic Designer

01/2012 to 05/2014

Creative Intersection

- Company Overview: Senior graphic designer at online service providers, Creative Intersection. Website: <http://www.creativeintersection.com>
- My role was focused on maintaining CMS websites as well as producing new web based solutions as part of a team.
- Producing wireframes and production level UI design.
- Senior graphic designer at online service providers, Creative Intersection. Website: <http://www.creativeintersection.com>

Education

Postgraduate Diploma: Communication Design, 01/2002

University of The Arts London. Central Saint Martins -
United Kingdom

Bachelor Of Arts Degree: Graphic and Media Design, 01/1998

University of The Arts London. London College of Communication -
United Kingdom

BTEC National Diploma: Graphic Design, 01/1994

South Thames College -
United Kingdom

Languages

English:



Full Professional

References

William Hallatt

Senior Engineering Leader

Fugro

0426 714 414

w.hallatt@fugro.com

Paul Seaton

Climate and Nature Director

Fugro

0499 644 263

p.seaton@fugro.com

Emma Kilcoyne

SmartCoast Product Owner

Fugro

+31 611 17 39 84

emma.kilcoyne1@gmail.com

Cedric Marillat,

Program Manager | Climate & Nature

Fugro

+31 610 91 25 32

C.Marillat@fugro.com

Current Interests

- Graphic artwork for custom t-shirt designs, <http://www.kweku76.com>
- Original t-shirt artwork, <https://di.kweku76.com/>

On social media

- **LinkedIn** <https://www.linkedin.com/in/david-a-3b3614a/>
- **Github** <https://github.com/kweku76>
- **Codepen** <https://codepen.io/kweku76>
- **Instagram** <https://www.instagram.com/kweku76.the.creator/>