JACK LONERGAN

User Experience & Product Designer

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ABOUT

I'm currently the Head of User Experience and Product Design at Seven West Media. Honored to manage one of the most talented UX&PD teams in Australia. I was formally the Head of Digital Design and UX at Southern Cross Austereo and a Co-Founder of The Warsaw Creative.

I began designing when I was 14, and for me, design is a passion first and a job second, making me feel pretty lucky. Traveling the world, going for an early morning surf, making pasta with my son and watching trashy TV with my wife are things I love to do when i'm not designing stuff.

EXPERIENCE

SEVEN WEST MEDIA
Seven West Media • 2015 - **PRESENT**

Head of User Experience & Product Design

Lead and manage a strategically minded UX team and process that supports product and development and the wider business. Report and utilise user insights to improve UX across all SWM Digital products to increase consumer satisfaction and engagement. Build and iterate on SWM's product suite to efficiently contribute revenue by building a user centered design strategy. Educate and report to the SWM group the importance of User Centered Design and how it is used effectively in our product suite.

Conceptualise, Design, build and deliver strategic sporting products for Australian Open Series, The 2016 Rio Olympic Games, The Rugby League World Cup and 7plus; Seven's multi-platform OTT streaming product.
Identify and introduce product features, business models, concepts and enhancements that improve streaming VOD and Live content. Build and grow a best in class user experience that makes watching TV on any screen an easy delightful and fulfilling experience. Increase registered audience on all SNOL products to obtain useful insights that can improve our products, grow our audience and increase engagement.

SOUTHERN CROSS AUSTEREO
absolutely engaging
Southern Cross Austereo • 2011 - 2015

Head of Digital Design & UX

Initially employed to contract position as a UI/UX Designer to design and build 46 websites for Australian regional radio stations on the Southern Cross Media network. Upon completion of the project, SCM and Austereo merged to create Southern Cross Austereo.

Promoted to lead a team of 12 digital designers to deliver client activations, pitch and sponsorship opportunities, build strategic digital radio executions and the build of 86 Native android and iOS mobile apps and responsive websites for each regional and metro radio station on the Southern Cross Austereo network. Conceptualised and designed RadioApp, an industry radio aggregation app on iOS and Android.

Warsaw Creative
Warsaw Creative • 2009 - 2010

Co-Founder & Lead Designer

The Warsaw Creative was formed as a small agency in 2009 by myself and a collection of designers and developers as a means of creating a collaborative atmosphere for our work. Our core focus was the music industry working with various touring agencies, talent agencies and artists to establish brands for emerging labels, artwork for national tours and album artwork.

Our collaborative team and offering grew to include web design and development, advertising, street art, print and digital artwork, wire framing and briefing of online properties to meet the needs of our growing client base. Clients included Tiger Beer, Mrs' Fields and a number of small local businesses.

CORE PROFICIENCIES

Team Management

Design Thinking

UX Research

Product Design

UI Design

Graphic Design

REFERENCES AVAILABLE ON REQUEST