

TARA HOOPER

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I'm a hybrid UX and Visual Designer who enjoys turning complex, regulated problems into clear, human experiences. I'm naturally curious and tend to look beyond the brief—spotting patterns, gaps and future needs early. I care deeply about visual craft but think in systems that scale. Calm, thoughtful and generous to work with, I balance customer needs, business realities and long-term impact

WHAT I'M KNOWN FOR

- **Insight before execution**
Spotting underlying patterns, constraints and opportunities early to shape clearer journeys, interfaces and content before build begins.
- **Designing for scale**
Creating system-level solutions that enable reuse, evolution and long-term maintainability across products, platforms and brands.
- **Grounded delivery in complex environments**
Trusted to navigate ambiguity, accessibility and compliance without losing momentum or quality.
- **The "Look Beyond" mindset**
Recognised for curiosity and experimentation—uncovering what's missing to enable stronger future-state design.

CORE COMPETENCIES

- **UX, UI & Visual Design** – across enterprise and multi-brand environments
- **Systems & Design at Scale** – governance-aware patterns, templates, design systems)
- **Complexity & Clarity** – simplifying regulated, information-heavy journeys)
- **Content-led Experience Design** – structure, hierarchy, scannability, performance)
- **Technical & Design Leadership** – mentorship, design ops, documentation, delivery)

TOOLS AND PLATFORMS

- **Design** – Figma, Adobe CC, Adobe AEM, Sketch,
- **Collaboration and delivery** – Confluence/Whiteboard, Jira, Monday, Miro,
- **Documentation productivity** – Microsoft 365, Copilot, Google Docs

RECENT EXPERIENCE

PRODUCT DESIGNER (UX & VD)

2021 - PRESENT

TELSTRA DIGITAL & ENERGY – MELBOURNE

Hybrid UX and Visual Designer contributing across Telstra Digital initiatives, working at the intersection of experience design, visual systems and enterprise delivery.

IMPACT & CONTRIBUTION

- Designed complex customer journeys in high-risk, regulated environments, balancing customer clarity with legal, brand and accessibility requirements.
- Operated as a dual-track UX/UI lead, identifying accessibility and compliance constraints early to reduce downstream development rework.
- Led content-first journey design, improving clarity, flow and BAU optimisation through strong structure, hierarchy and performance awareness.
- Built reusable, governance-aware patterns and standardised visual assets across Telstra.com Help & Support and Telstra Energy, improving consistency, reuse and compliance at scale.
- Contributed to enterprise-wide illustration and icon rebranding, lifting visual consistency
- Explored Generative Experience Optimisation (GEO) and responsible GenAI use to inform journey design and AI-influenced adaptation over time.
- Designed with future capability and behavioural change in mind, ensuring solutions remain adaptable rather than point-in-time.

CONSUMER EXPERIENCE & VISUAL DESIGNER (UX/UI)

2019 - 2021

TREASURY WINE ESTATES – MELBOURNE

Key contributor to Project Hopper, a global direct-to-consumer eCommerce transformation across multiple brands and markets.

KEY CONTRIBUTIONS & IMPACT

- Designed scalable UX/UI systems across 12 international eCommerce sites, supporting localisation while maintaining brand consistency.
- Created modular UI patterns aligned to a bootstrap framework to enable efficient multi-market rollout.
- Led end-to-end design implementation across globally distributed development teams.
- Established repeatable UX workflows for research, prototyping and testing to reduce uncertainty and rework.
- Supported adoption through clear communication, documentation and training guidance.

LEADERSHIP & STRATEGIC EXPERIENCE

DESIGN LEAD

2012 – 2018

TREASURY WINE ESTATES – MELBOURNE

Treasury Wine Estates is one of the world's largest global wine making and distribution companies listed on the Australian Securities Exchange (ASX).

KEY CONTRIBUTIONS

- Led and enabled multidisciplinary designers through coaching, standards and frameworks.
- Managed strategic and operational design delivery across multiple brands and product lines.
- Owned multi-brand design content systems and global asset libraries.
- Built strong stakeholder and supplier relationships across the organisation.

DESIGN MANAGER

2011 – 2012

HARKESS-ORD – MELBOURNE AND NEW ZEALAND

Harkess–Ord was awarded the re-branding \$23 million contract for Shell's New Zealand gas/service stations
Z Energy

KEY CONTRIBUTIONS

- Directed end-to-end visual identity and wayfinding
- Led 3 designers from concept to implementation
- Delivered customer-first way-finding graphics aligned with the new brand direction

DESIGN/STUDIO MANAGER

2008 – 2010

FUJI XEROX GLOBAL SERVICES – MELBOURNE

Fuji Xerox Global Services provided Mercer Australia outsourcing print procurement and Design Services that were based in the Melbourne and Sydney office.

KEY CONTRIBUTIONS & IMPACT

- Led a multidisciplinary team of eight designers through clear frameworks and coaching.
- Optimised studio workflows, contributing to a **21% increase in revenue**.
- Lifted stakeholder satisfaction from **62% to 98%** through stronger creative direction and engagement.

FREELANCE DESIGNER/CONSULTANT

2006 – 2011

SINGAPORE AND AUSTRALIA

Delivered design solutions across branding, retail, packaging and environmental graphics for enterprise and agency clients

SELECTED CLIENTS

Dimension Data, Imperial Leather Lounge – AO 2011, Liquorland, 1st Choice, Coles, Lion Nathan – James Squire & Inner Circle Rum, RACV, Straits Tritton Mines, Arrow Energy, and Tasmanian Marino

EDUCATION/QUALIFICATIONS

- **Bachelor of Visual Communication Design** – Middlesex University, London
- **User Experience Design** – Academy Xi, Melbourne
- **Service Design** – Academy Xi, Melbourne
- **Effective People Management Certificate** – Australian Institute of Management