Ryan Cox

Senior Product Designer

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I create intuitive, scalable product experiences by combining strategic thinking with hands-on design craft. Designing across NAB's core ecosystems has given me a strong foundation in human-centred design, design systems and cross-functional collaboration, aligning customer needs with business outcomes. I'm also committed to capability building, helping designers and squads adopt efficient workflows, consistent system use and evidence-led ways of working.

EXPERIENCE

Senior Product Designer · National Australia Bank

Dec 2022 – Present

- Designing native iOS and Android experiences in the NAB app, including an interest received tile that summarises savings across eligible accounts, and the native payments experience. For both, I added new functionality to existing components or created new ones in the native toolkit.
- Designed the white label lending platform, across app and web, behind Qantas Money, Coles, Kogan and MyCard, with Virgin Money and Bank of Queensland on its APIs. For Qantas this included the themed app and a rewards tile showing Qantas status points.
- Owned the theming framework. A new partner's full product can now be seen in about 30 minutes, instead of restyling every screen by hand.
- Designed the unauthenticated screens for all white label partners and PayAll (earn points when making payments), and helped shape the home, transaction and instalment plan screens.
- Built a Figma plugin, with help from AI, that flags colours and fonts not linked to tokens. Checking went from about 4 minutes per screen to 5 minutes per file, and several NAB design teams now use it.
- Redesigned BPAY bill payments as one reusable React mini-app for NAB and its partners. Paying an existing biller went from 4 steps and 5 taps to 3 steps and 4 taps, and a new biller from 5 steps to 4.
- Cleared NAB's top quality bar (4.5+ out of 5) across three rounds of BPAY testing. My One Way to Pay concept beat the live flow in A/B testing and is on NAB's roadmap.
- Built 10 MyCard components end to end and aligned 31 React library components to NAB's new AEM toolkit tokens, all WCAG AA. A new way of producing breakpoint designs saves about 3 hours per page.
- Ran research for my features end to end, from script to synthesis. I also help run weekly design critiques and coach designers through adopting the tools I build.

Senior Experience Designer · Symplicit

Oct 2021 – Dec 2022

- **Queensland Government:** high-fidelity prototypes and two rounds of testing with small business owners for Business Launchpad, a self-service licensing portal.
- **Justice Connect, Not-for-profit Law:** UI and accessible components for a content-heavy legal site, delivered on time alongside parallel development.

Digital Product (UX/UI) Designer · SA Water

May 2018 – Oct 2021

- Designed a self-service fault map, replacing a basic report form, so customers could find and report issues on their own. It scored 87 on the System Usability Scale, rated excellent.
- Led UX and UI for the mySAWater self-service customer portal redesign, which scored 75 (good) and removed a step for single-property customers.
- Created the style guides and pattern libraries that keep SA Water's digital products consistent.

AWARDS



Good Design Award

UserTesting Illumi Award, 2025

Better Future Awards Gold, Melbourne 2025

Better Future Awards Gold, World 2026

For the NAB white label platform

QUALIFICATIONS

Bachelor of Information Technology
Flinders University
Chancellor's Letter of Commendation

Diploma of Information Technology (Multimedia)
TAFE SA

Distinctive Leadership Program
NAB · 2024

Scrum Product Owner
The Knowledge Academy · 2021

SKILLS

End-to-end journeys
Journey mapping
Payments and purchase flows
Native iOS and Android
Responsive web
Visual and interaction design
Prototyping
Design systems
User research
Usability and A/B testing
Accessibility (WCAG 2.2 AA)
Figma, Miro, Jira, Confluence
AI-assisted tooling