



Orkun Camgoz

Principal Experience Designer

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About me

- Principal Experience Designer with 20 years across banking, government, SaaS, health and media. I work on the messy middle of enterprise transformation: ambiguous problems, many stakeholders, legacy systems, and real people on both sides of the service.
- My job is to make that complexity legible so better decisions get made. That means leading discovery, drawing the whole service, shaping product strategy, building alignment across executives and delivery teams, and scaling good design judgement through patterns, governance and coaching.

Skills

- Design strategy
- Product strategy
- Service design
- Service blueprinting
- Discovery research
- User research and testing
- Interaction design
- Rapid prototyping
- AI-assisted research synthesis
- AI prototyping (AMP Code, GitHub Copilot)

Tools

- Figma
- FigJam
- Miro
- UserTesting
- Optimal Workshop
- Dovetail
- Adobe Analytics
- AMP Code
- GitHub Copilot

Experience

Westpac Group
2024 – Present

- Principal Experience Designer · Digital Banker**
 - Shaping the banker experience for Digital Banker, a group-wide transformation program consolidating banker tools into a unified platform.
 - Lead discovery and research across the program, framing the problems worth solving before solutions are committed.
 - Define future-state experiences and end-to-end service blueprints spanning bankers, operations, policy, data and technology.
 - Shape product strategy and influence program leadership through evidence, prototypes and facilitated alignment sessions.
 - Drive design governance and develop reusable patterns and frameworks adopted across squads.
 - Coach and mentor designers, and lead the team's adoption of AI tools: interactive prototypes built in days with AMP Code and GitHub Copilot, an AI-assisted design QA tool, and a business case for prototype hosting.

2021 – 2024

- Senior Experience Designer · Business Lending**
 - End-to-end design across banker, broker and customer journeys in business lending, from public product pages to internal serviceability and risk tools.
 - SIMPLE+: designed two new serviceability tools and improved two existing ones for bankers and brokers, replacing an Excel-based MVP with digital journeys; 90+ SUS in testing with high stakeholder satisfaction.
 - Smart Digital Solutions: led the end-to-end redesign of business banking enquiry and callback experience, including banker research and contact-centre visits. Customer callback time fell from two days to half a day; banker lead triage from three days to half a day.
 - ESG risk assessment: lead designer digitising the group's ESG credit assessment and integrating it with core systems, expected to cut assessment effort by around 90%.
 - Business lending information architecture: research-led redesign of product definitions, navigation and taxonomy. Organic search visits up 37.5%, 66 additional keywords ranking top three, click-through rate up 50%.
 - "Open for Business" campaign: personas and journey mapping supporting a 45% increase in traffic and 20% more product enquiries.
 - Ways of working: built the team's Miro template library, ran design thinking and IA masterclasses, and acted as scrum master and product owner when needed.

Experience

**NSW Department of
Customer Service**
2020 – 2021



UX Lead · COVID-19 Business website and OneCX

- Led the business and employers stream of the NSW COVID-19 response site, and a small design team on the OneCX program consolidating agency websites into nsw.gov.au.
- Designed the Business Hub and QR code check-in journeys with Service NSW, giving NSW businesses and employees clear, findable information during the pandemic.
- Led the OneCX hub so government agencies could assess and prepare for consolidation under nsw.gov.au.

2019 – 2020



Senior UX/UI Designer

- Design system, citizen engagement and website consolidation work across nsw.gov.au.
- Improved the NSW Digital Design System through research and testing; designed and validated more than ten patterns.
- Senior designer on the Have Your Say platform and the NSW Blog.
- Consolidated Births, Deaths and Marriages into nsw.gov.au, facilitating stakeholder and SME workshops whose findings formed the product vision.

JXT Global
2018 – 2019



Lead Product Designer

- Led the design team for a recruitment SaaS platform, including offshore designers.
- Set and held the quality bar for client releases; delegated and supported a team of designers.
- Validated customer need, business viability and technical feasibility with user-centred methods.
- Created a new design system and template library; presented future-state concept strategies to leadership.

Option Wealth
2018



Senior Designer (contract)

- Brand and digital redesign across wealth management and home loans.
- Created the brand guide and redesigned corporate identity and collateral, informed by market research.
- Designed and helped build two product websites.

Revive Technologies
2016 – 2018



UX/UI Designer

- End-to-end design for an Apple-authorized repair business: website, booking system and native prototyping.
- Designed a repair booking system used by more than 500 clients.
- Delivered brand, print, digital and motion work; prototyped a native iPhone enterprise app.

Earlier career
2006 – 2016



Design roles

- Ten years of design practice before 2016. Details available on request.

Key accomplishments

- Led teams of up to five designers across websites, native apps and web apps.
- Delivered more than ten masterclasses; mentored and coached junior and mid-level designers.
- Around 20 Westpac GEM peer recognitions.

Education

- Enterprise Design Thinking Coach**
IBM iX · 2023
- User Research: Methods and Best Practices**
Interaction Design Foundation · 2022
- UX Management: Strategy and Tactics**
Interaction Design Foundation · 2022
- Diploma of Visual Communication Design**
Sakarya University, Turkey · 2002 – 2006