



CONTACT

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SKILLS

User research Usability testing
Prototyping Design systems
Accessibility (WCAG 2.2)
Opportunity sizing Financial modelling
JPDs & PRDs Stakeholder alignment
Change management Workshops
A/B & MVT testing Data analysis

AI & AUTOMATION

Claude custom skills Figma AI
Prompt design Workflow automation

TOOLS

Figma BigQuery Jira
Jira Product Discovery Miro Maze
Hotjar

EDUCATION

Academy Xi · 2021
UX/UI Transform
UNSW Sydney · 2014
Bachelor of Social Work and Psychology
Careers Australia · 2015
Diploma of Human Resource Management

METHODS

5-phase product process
Double Diamond Agile / Scrum

Jessy Chappell

Product Designer · Product Management · AI-enabled

Brisbane-based product designer with hands-on product management experience. I take problems from triage to evaluation: sizing opportunities in BigQuery, writing JPDs and PRDs, designing and testing the solution, then leading kickoffs, change management and post-launch measurement. I build Claude workflows that my product team uses day to day.

SELECTED IMPACT

19%

Lower patient-initiated churn at reorder (uMeds)

\$13.7M

Est. annual revenue protected (uMeds)

~\$1.2M

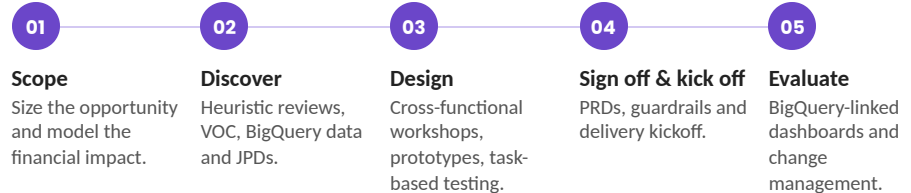
Modelled annual opportunity from fulfilment gap (uMeds)

+180%

Sessions on the momentLeader AI coaching MVP

- **AI workflows adopted by Montu's product team:** built and co-built Claude skills for the 5-phase product process and on-brand 'What's New' release decks.
- **'Goal Savings' shipped and live** in the Westpac Youth banking app, later recognised by WeMoney and Canstar.

HOW I WORK



SELECTED CASE STUDIES

Multi Shipping Options · uMeds

Three ways to receive medication at reorder; patient churn down 19%.

Same-day Replenishment · uMeds

BigQuery-found fulfilment gap, single-pharmacy pilot, ~\$1.2M/year (modelled).

Circuit Admin Redesign · Montu

Research-led rebuild of the ops portal; usability up on every task.

Full case studies at jessyux.com

Jessy Chappell

Product Designer · Brisbane

AWARDS

Miro, Balanced Scorecard Winner

For achieving the highest metrics.

ADPList, Rising Star

One of the top-contributing mentors of the month.

MYOB, The MYOB Way Award

Employee of the month for living the company values.

COMMUNITY

ADPList

Mentor & mentee since Feb 2023, helping designers set goals and grow their careers.

LANGUAGES

English (fluent) · Cantonese (conversational)

VALUES

Honesty · Integrity · Open communication · User-centric · Passion · Hard work

HOBBIES

Rock climbing · Gardening · Cat fostering · Audiobooks · Gamification

EXPERIENCE

Montu (uMeds / Alternaleaf), Brisbane

Oct 2024 - Current

Product Designer / Product Manager

- Lead end-to-end product management and design for uMeds ordering and fulfilment: scoping, financial modelling, discovery, design, sign-off and kickoff, then evaluation with BigQuery-linked dashboards.
- Redesigned the reorder and shipping experience with same-day, click & collect and scheduled delivery, cutting **patient-initiated churn 19%** and protecting an **estimated \$13.7M a year**.
- Found **~78% of stock-blocked same-day orders** silently rerouted to distant pharmacies (90 days of BigQuery data); aligned fulfilment, ops and pharmacy leads on a single-pharmacy pilot, sized at **~\$1.2M a year (modelled)**, and built the replenishment tool.
- Redesigned Circuit, the internal operations portal: **usability up on every measured task**, ~150 accessibility issues surfaced against WCAG 2.2, ~3 FTE of capacity modelled as unlocked.
- Built and co-built Claude skills **adopted by Montu's product team** for the 5-phase product process (JPD, PRD, evaluation) and on-brand release decks.
- Introduced research rigour (heuristic reviews, task-based usability testing, VOC synthesis) and lead change management and release comms.

momentLeader

Aug 2023 - Jan 2026

UX/UI Design Lead

- Led UX/UI for an AI coaching app built around moments of reflection, backed by psychologists and therapeutic practice.
- Partnered with the Head of Product and a PM to scope the MVP: UX audits, workshops, low to hi-fi wireframes.
- Evaluated MVP success via user surveys and engagement monitoring: **sessions up 180%**.
- Upskilled staff in UX and UI principles and trained mentees to become self-sufficient product designers.

iDU Identification, Brisbane

May 2023 - Oct 2024

Product Designer

- Designed web, iOS, Android and SaaS experiences to WCAG 2.2, balancing accessibility with conversion goals.
- Partnered with product managers, engineers and the GTM team from concept to launch, shaping direction, priorities and scope.
- Led workshops within cross-functional scrum teams to ship quickly without compromising quality.

Conversion Kings, Brisbane

Mar 2023 - May 2023

UX/UI Designer

- Designed on-brand interfaces for client conversion goals, informed by user research, usability testing and data analysis.

Miro, Sydney

Feb 2022 - Mar 2023

Enterprise Account Representative

- Lead product designer in a Miro hackathon, adding game mechanics to boost engagement; researched, prototyped and presented to stakeholders within Miro's design system and WCAG.

Raise The Fire, Remote

Aug 2021 - Feb 2023

Fullstack UX Designer

- UX/UI design and research for a crypto start-up reimagining how influencers and fans interact; wireframes, prototypes and iteration on user feedback.

Westpac (Contract), Remote

Feb 2021 - Mar 2021

Freelance UX Designer

- Led persona and ideation workshops for the Westpac Youth app redesign and prototyped to the Westpac design system; **'Goal Savings'** shipped and is live.

MYOB, Sydney

Aug 2016 - Dec 2020

NSW Field Partner Manager

- Grew client relationships across the full business cycle, translating complex concepts for audiences from entry level to C-suite.