Shoaleh Baktashi

Experience Designer
known as Sho

in heathcare . from 2017 to present

20 years in Australia

5 years in Europe

Skills & Tools

Flexible in learning

Design

miro . workshops
Axure . advanced
FIGMA . basic
Tobii Pro Lab . analysis
Tobii Pro Nano . for mobile
Tobii Compact . for desktop
Tobii Pro Glasses . for wayfinding
Adobe Suite
WCAG

Communication

Confluence & JIRA
Microsoft . suite

About me

My journey began as a designer in 1998. Early on in my career I was fortunate enough to work abroad in a media organisation. Where I learned, in the process of designing news websites in over 20 languages, how to strengthen my research and communicational skills when dealing with non-English speaking staff.

I am known as an influential leader amongst my peers and colleagues. I enjoy problem-solving and decision-making in collaboration with others. I'm very proficient at negotiating successful outcomes in challenging circumstances. I practice inclusive and transparent leadership. This is to ensure psychological safety for people, where innovation can thrive.

I have many years of experience supporting complex and cross-functional programs of work. I have experience managing communication with challenging stakeholders. And have developed analytical reports to present to diverse audiences and senior executives. I am passionate about delivering high-quality user experience and service design.

Having a positive social impact in my profession is very important to me.

Education

2023 Inclusive Leadership & Innovation . LinkedIn

2022 Service Design Process & Management   . O'Reilly . Gerry Scullion

2019 UX Strategy by Jared Spool   .   In person workshop

2019 UX Management: Strategy & Tactics . Interaction Design foundation . IxDF

2020 Experience design self-learning by Nielsen Norman Group . nngroup

1999 Web Design . HTML . CSS

1996 – 1997 Business Management . Newcastle University

1993 – 1997 Bachelor of Graphic Design . Newcastle University

Australian Digital Health Agency . ADHA

2021 to present

Senior User Experience Designer

Currently leading product design delivery of HIPS Health Viewer and Provider Connect Australia with design plans and experience design specifications. Managing system complexity and team cohesion with internal ADHA and external development teams to improve outcomes.

Facilitated and managed the design discovery and implementation of strategic projects (such as Modernisation of Diagnostic Imaging & Aged Care Transfer Summary). With a human-centered approach that included 100 + industry enablers and funders.

Collaborated and co-designed with internal and external stakeholders on work plans. And My Health Record projects. Ensuring all proposed solutions are on a foundation of user insights and research.

Led and supported projects through our human-centric methodologies. Communicating and visualising research through design artifacts such as eco system maps, user journeys, experience & scenario maps, personas, concept iteration, experience prototyping, proof of concept design, usability test plans, and UX evaluation reports on system usability and accessibility.

Enabled Tobii eye tracking facilitation and training to grow the skills of the UX team members. (ongoing)

Co-created a detailed UX process & strategy to help grow the maturity of the experience design team.

Clinic to Cloud . Healthcare

2017 to July 2021

Experience Design Lead

Mastered a human-centric design process across the organisation.

Instilled the value of pro-active research across the organisation and even in the engineering teams in Russia, India and Malaysia.

Mentored & guided over 12 business analysts in UX methodologies to execute great experiences as a team.

Facilitated and led evidence mapping workshops for the executives and C-Suite to align the internal strategic objectives to its value proposition & experience outcome.

Proactively communicated user pain points and opportunities to stakeholders through experience maps.

Created a C2C UX Strategy Plan to grow the UX maturity & with an omni-channel experience in mind

Changed the mindset of stakeholders. To what innovation means to customers who use our software.

Lead the product experience of major integration projects including My Health Record, MIMS, Tyro Easy Claim Terminals, Secure Messaging, and SNOMED.

Managed the research & launch of 2 very complex projects at C2C, the Patient Portal & C2GP

Implemented an iterative design process in product development.

Created the first design system at C2C based on REACT framework on Storybook. To streamline component development and quality assurance with our overseas developers.

Inkerz . Startup

2014 to Aug 2017

Chief User Experience Designer (co-founder)

Worked as a registered co-founder and the chief designer of Inkerz alongside two other co-founders at muru-D undergoing many mentor and master classes.

Designed multiple pitch decks and pitched in many events as one of the co-founders.

Co-facilitated all strategic aspects of the Inkerz company business setup.

Led product design of the Inkerz e-learning web application using user centred design methodologies.

Produced design specifications during product development (research reports, sketches, wireflows, prototypes & assets).

Conducted & managed usability tests, pilots & evaluations for different releases of Inkerz web app.

Managed all the design aspects of Inkerz from marketing to product.

Launched and maintained the Inkerz website iterations.

Infra . EMC . VMware . acquisitions

2007 to 2014

User Interface Designer @ Infra . UI Engineer @EMC . User Experience Designer @VMware

Radio Free Europe / Radio Liberty . media

2000 to 2005

Senior Online Designer . Czech Republic