

Ashleigh Norton

UX/Service Designer



Canberra | Australian Citizen NV2 | 0468550182 | nortonashleigh@live.com.au

Current UX/Service Designer at Projects Assured with extensive experience in consulting within Federal and State Governments departments including Asia-Pacific sectors.

Committed to driving excellent business results through innovation and critical assessment in areas of training and development, change management, service design strategies, and agile delivery of programmes.

Highly experienced service designer, passionate about placing users at the forefront for achieving the most effective business results.

Relevant Skills

- Auto and ethnographic research
- Journey mapping, blueprints
- Instructional Design
- UX/UI Design
- Digital Strategy
- Data visualisation
- Stakeholder engagement
- Communication
- Motivational Team leader
- Figma /Sketch
- Design thinking
- Creative problem solving
- Client focused
- Front end development
- Stakeholder reporting

Academic Qualifications

Masters in Linguistics (Italian) - University of New England Online, 2023

Graduate Certificate in Service Design - RMIT Online, 2022

Bachelors in Education - University of Canberra, 2017

Professional Development and Training

Prosci Certified Change Practitioner - Prosci

Scaled Agile SAFe for Teams - Zen Ex Machina

Skills First: Language, Literacy & Numeracy - VDC

Course in Gender Equity Education - VDC

Supporting learning Online & Digital Literacy - VDC

Deaf ConnectEd Masterclass - VDC

Emerging Leaders - Catalyst Education, involved within Catalyst Education's Strategic Planning, 2019

Key competencies

Communication & Negotiation Skills; Clear language and communication style. Seeks to engage and influence through understanding and negotiation to deliver to achieve best learning and business outcomes.

Collaboration & Engagement Skills; Develops good working relationships with business stakeholders, team members and peers.

Research & Development Skills; Excellent analytical and research skills to establish relevant data and facts.

Agile and Flexible; Strong administration and time management skills and effectively work within business deadlines to deliver updates with minimal disruption to business or team.

Individual Accountability & Team Collaboration; Accountable and collaborative team member. Strong interpersonal, presentation skills, builds respectful and trusted working relationships at all levels. Encourages team development through sharing knowledge, skills and mentoring.

Employment History



UX/Service Designer, Projects Assured – Canberra, Australia

Regulation, Reimbursement and Transformation Program | Department of Health

Projects Assured is currently engaged in a large-scale digital transformation program with the Department of Health to digitise, streamline and deregulate the process of applying for reimbursement of new medicines, medical and diagnostic services, and medical devices to the Pharmaceutical Benefits Advisory Committee (PBS), Medical Services Advisory Committee (MSAC) and the Prosthesis List Advisory Committee (PLAC).

As the lead Designer and Change manager with the Project Assured team, I work in an agile manner alongside Departmental staff to assist in the development of the Health Products Portal (HPP). The HPP was created to digitise and simplify the process of applying for new listings to the PBS. As the lead Designer and Change manager I collaborate alongside product managers to analyse business requirements, and create artefacts, such as journey maps, personas, and blueprints. I successfully communicate user needs and product visions to the development team iteratively, to refine and create or enhance features within the HPP. I facilitate regular workshops with both internal and external stakeholders using both ethnographic and auto-ethnographic approaches to garner end user feedback and to define outputs for continuous improvement to aid in user uptake and skills development.

Key Achievements

- Creation of user stories to allow the development team to build relevant features for our end users.
- Responsible for the strategic development of the programs user research approach.
- Responsible for the strategic development of the programs' Change Management Plan.
- Ongoing coordination and communication with the management and development teams to define and implement innovative design solutions that align with business process and user experience.
- Build and illustrate design ideas from concept to hand off, utilising the latest UX techniques.
- Engaged effectively with end users and internal business clients in the design process and evaluated user feedback to improve design features.
- Ongoing successfully communicating my designs and key breakthrough deliverables to the internal development team and with business stakeholders.



Senior Consultant, Deloitte Consulting – Canberra, Australia

Workforce Activation Learning and Development SME – UX Instructional Service Designer

Deloitte Consulting leverages design-thinking, digital innovation, and data-driven industry insight to boost organisational effectiveness by integrating people strategy with business strategy. Key service offerings include strategies for leadership, capability management, organisational transformation, change management, and talent and workforce management.

Key Achievements

- Led the creation of the Deloitte Workforce Activation Learning and Development (L&D) service offering.
- Developed L&D business case for support technology and resourcing for delivering e-Learning.
- Developed L&D succession plan leading future sales for Deloitte.
- Contributed to the development of Deloitte's Learning and Development practice through pioneering the creation of bespoke methodologies utilising UX and human centered design approaches.
- Created a suite of high-quality artefacts including personas, vital to the delivery of exceptional products for clients, such as bespoke e-learning, lesson management plans and instructional guides.
- Built and maintained respectful and collaborative working relationships with technical professionals, team members and stakeholders.
- Successfully delivered project outcomes, through effective engagement and consultation delivering high quality products.

My major Defence and other Government projects included:

Navy Warfare Mastery Program – Canberra, Australia | Directorate of Navy Workforce

Deloitte is currently engaged with the Royal Australian Navy to design, develop and implement a standardised learning framework.

As the sole Designer on the project, I was responsible for designing, developing and integrating contemporary and pragmatic learning solutions across Navy's future workforce. I applied a design lead approach aligning SADL process to deliver Learning and Development artefacts to support the current and future workforce. Delivering at a senior level, I lead SME engagement and development of multiple key artefacts including modularised learning packages to address deficiencies in common maritime warfare knowledge and skills. I advised on how Navy can better utilise best practice and human centered design and develop detailed documentation for the practical implementation of courseware to ensure capability uplift across the Navy training continuum. I demonstrated strategic level thinking to address performance gaps through the design of three Navy centric learning solutions, which have been successfully adopted by Navy, securing future projects for Deloitte.



The Bureau of Meteorology – Canberra, Australia | Security Capability Uplift

The Protective Security team engaged Deloitte to develop a suite of e-Learning modules to meet the requirements of the Protective Security Policy framework to implement several awareness measures around their protective security. I was the sole lead for the project and developed several e-Learning online modules as part of a wider Security Communications strategy for the Bureau. A critical component of this work was the development and delivery of high quality UX/UI deliverables including personas and journey maps. I worked directly alongside key stakeholders and facilitated workshops. I developed courses with a human centered design (HCD) approach, focused on the use of innovative scenario-based methodology designed to promote learner engagement.



Senior Consultant Catalyst Education – Melbourne, Australia

Learning and Development Coordinator Specialist (Language, Literacy and Numeracy)

Catalyst Education is a nationally recognised Registered Training Organisation. Catalyst collaborates with the education and learning sectors to provide human-centered education and training to deliver future-ready professionals, to arm them with the knowledge, skills and capabilities needed to create a compassionate society and culture.

As the Language, Literacy and Numeracy Support Coordinator I delivered learning and development strategies and facilitated learning outcomes for EAL/D students. I worked collaboratively with internal teams and external stakeholders to promote structures, processes and practices for an inclusive curriculum utilising UX and HCD principles. Key outcomes included the development of the Annual Strategic Improvement Plan adopted as a key business strategic plan.



Teacher, Chungdahm Learning – Seoul, South Korea

Chungdahm Learning is a private education company at the forefront of the Korean education industry. Chungdahm educators teach over 60,000 students throughout Korea, and provide unique programs based on critical & creative thinking with emphasis placed on digital literacy. I won this teaching role in South Korea following the completion of my undergraduate degree in Education. Over a 12-month period, I worked to teach English as a second language to a class of 25 students. During this I developed and implemented a curriculum and testing module that aligned with National and International standards and was adopted by Chungdahm Learning. Whilst teaching in Korea I gained an appreciation for practical application of functional linguistics and delivery of theoretical learning. Within the classroom I adopted an agile and flexible learning strategy to cater to various language abilities and developments. I also trained adult staff, new to the business by providing interactive workshops and one on one support.

Interests

- Climate and Sustainability - Current lead of the Community of Interest at Projects Assured
- Volunteering for not-for-profit organisations including StellaBella and Ronald Mcdonal House
- Voluntary Red Cross Blood Donor
- Music and Art

References

Cheryl Hastie – Strategy and Business Improvement Consultant, Projects Assured

0408 688 081, Cheryl.hastie@projectsassured.com.au

Charles Bryers – Senior Manager, Deloitte Australia

0414 800 764, cbreyers@deloitte.com.au

Daniel Daleris – Manger, Deloitte Australia

0430 203 083, ddaleris@deloitte.com.au

Sarah Darling – Lead Learning Designer, Catalyst Education

0438 708 729, sarahdarling@IVET.edu.au