

Hugo Dowd

 [Portfolio](#)  hugodowd10@gmail.com  +31 657 037 977  [Linkedin](#)

I bring a deep understanding of human behaviour to my 3+ years of Product Design, with a background in cognitive psychology and consumer insights. I thrive applying research and design to complex industries, managing stakeholders and interconnected systems.

EXPERIENCE

Product Designer

Telstra Health • Sydney • July 2022 - July 2024

- Designed an automated patient messaging system to improve practice efficiency and drive company revenue
- Contributed to the design system and standardised research operations for a team of 5 designers
- Led strategic research initiative to expand into the medical specialist market, interviewing 12 users

Market Researcher

Gateway Research • Sydney • October 2020 - April 2022

- Applied cognitive and behavioural research to consumer behaviour to increase conversions for global brands
- Optimised product placement for online supermarket with 20 million + weekly customers
- Conducted A/B tests with 60 + users to optimise conversion rate for digital menu board designs

User Experience Design Internship

Searten • Sydney • November 2021 - July 2022

- Developed an academic research management platform with early-stage startup founders
- Conducted research with 6 + university heads of department and heads of administration

EDUCATION

Master of Interaction Design

University of Sydney • 2020 - 2021

- Learnt end-to-end Product Design process, electives in software development (HTML, CSS, Javascript, Java)

Bachelor of Psychology (Honours)

Australian National University • 2016 - 2019

- Conducted original research during honours thesis on human perception and cognition