

Bel Carly

Lead UX/UI Designer / UX Design Researcher / SaaS Product Strategist/UI Developer

Baseline Cleared

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Professional Summary

I'm a Lead UX/UI designer and Researcher with over 10 years of experience crafting human-centred, accessible digital products across enterprise, government, and startup environments. I bring deep expertise in accessibility, design strategy, and human-centred research, backed by a Master's and Bachelor's in Design (RMIT) and a Multimedia Technology degree (ECU). I thrive in Agile squads and product-driven teams, simplifying complex workflows into elegant, usable digital tools.

Key Skills & Tools

- Human-Centred Design (HCD), UX Research & Strategy
- Interaction & Interface Design for Web + Mobile
- Design Systems, Prototyping, Accessibility (WCAG)
- Agile Product Development & Stakeholder Collaboration
- Tools: Figma (Expert), Adobe CC, InVision, GA, Hotjar, Miro, Dovetail
- Technologies: HTML, CSS, JavaScript (basic)
- UI development
- Design system usage, maintenance, and new component design
- Domains: SaaS, Energy, Mining, Government, Health, Finance

Professional Experience

Department of Treasury and Finance

July 2025 – October 2025

- Designed a unified portal interface as the central access point for RevenueWA's external-facing systems.
- Ensured seamless navigation and consistent branding across multiple platforms.
- Created intuitive user flows for multi-factor authentication (MFA) enrolment, login, and account recovery.
- Prioritised minimal disruption and ease-of-use in MFA design.

- Applied inclusive design principles and ensured full compliance with **Web Content Accessibility Guidelines (WCAG)**.
- Aligned all design work with the **WA Cyber Security Policy** and **ACSC Essential Eight Maturity Level One**.
- Iterated designs based on feedback from internal stakeholders and external users.
- Delivered detailed design specifications and assets to development teams.

Project Deliverables:

- Developed a comprehensive UX specification document.
- Provided expert UI/UX guidance for the design of a new single-entry portal.
- Collaborated closely with developers and testers to meet RevenueWA's data safety and accessibility standards.
- Redesigned Azure AD B2C forms using **HTML, CSS, and JavaScript** to meet business requirements.
- Validated design decisions through usability testing and stakeholder feedback.
- Attended defect triage meetings to clarify issues and advise on severity ratings.
- Reviewed and signed off on all resolved and tested defects.

EarthApp (Startup, SaaS Mobile Product) — Owner & CEO

Sep 2024 – May 2025

- Designed and tested a mobile SaaS platform from concept to MVP.
- Conducted end-user research to uncover workflow pain points.
- Created monetisation and go-to-market strategy with investor engagement.
- Built user-centric wireframes and clickable prototypes for validation.

WongDoody/Infosys (BHP, Synergy) — Lead UX/UI Designer

Feb 2024 – Sep 2024

- Led HCD workshops and research with mining and energy clients.
- Designed data-driven dashboards (Power BI) to visualise operational insights.
- Mapped complex workflows into simplified digital tools.
- High-fidelity designs using BHP's company Design System
- Collaborated closely with stakeholders and engineering leads.

Energy Australia — Senior UX/UI Designer

Dec 2022 – Feb 2024

- Delivered customer and employee-facing web apps.
- Designed payment flows, 2FA portals, and mobile-responsive interfaces.
- High-fidelity designs using Energy Australia's company Design System
- Led research, wireframes, and prototypes across the full design cycle.

Qantas (via ARQ Agency) — Lead Product Designer

Oct 2021 – Dec 2021

- Designed iOS/Android app features and airport kiosk UX.
- Conducted usability testing and user research plans and execution under rapid delivery timelines.
- High-fidelity designs using Qantas's company Design System
- Advocated for accessibility and consistency across platforms.

Education

- Master of Design — RMIT University
- Bachelor of Design — RMIT University
- BA in Multimedia Technology — Edith Cowan University

Extended Professional Experience

Accenture – Dept. of Home Affairs — Senior UX/UI Designer

Feb 2022 – Dec 2022

- Designed features for the DPD COVID App with two Agile squads, focusing on biometrics and workflow uplift.
- Built and maintained a custom design system for the app.
- Led user testing and executive stakeholder walkthroughs to validate key UX decisions.

National Australia Bank — UX/UI Designer & Researcher

Aug 2019 – May 2021

- UX/CX research planning and execution with 20 end users every two weeks for a year, working on the contact center employee side.
- Designed accessible banking portals across business units.
- Conducted journey mapping, wireframing, prototyping, and usability testing.
- Contributed to the NAB design system by designing new components and following the process for the design and functionality to be signed off on.
- Facilitated discovery workshops with contact centre staff to inform product direction.

QSuper — UX/UI Designer

Jan 2018 – Aug 2018

- Led user research and iterative testing for the Financial Blueprint product.
- Created wireframes, prototypes, and development specs.
- Conducted quality checks, logged, and managed usability bugs in pre-deployment testing.