

# MARGARET KNEIPP

PRODUCT & UX DESIGNER

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Based in Sydney, NSW

## EDUCATION

**The AI-Driven Product Designer**  
Short Course | LinkedIn

**Design Psychology: Master the Art and Science of UX Design**  
Short Course | LinkedIn

**Diploma of Website Development**  
Martin College | 2015 - 2016

**HSC**  
Cecil Hills High School | 2009

## TOOLS & SOFTWARE

**Front-end familiarity**  
HTML5, CSS3

**Wireframing**  
Figma, Adobe XD

**Website Creation**  
WordPress, Shopify, Webflow

**Adobe Creative Suite**  
Photoshop, Illustrator

**Prototyping**  
InVision, Axure, Framer

## PROFILE

As the Senior Product Designer at BIOV8 Clinics, I contribute to transforming healthcare delivery through user-centric digital solutions. Leveraging over seven years of design expertise, my work focuses on leading the design strategy for BIOV8's platform, which integrates doctor consultations, diagnostic services, and prescription management. Collaborating with cross-functional teams, I drive the creation of intuitive web applications that promote seamless interactions and elevate patient and provider experiences.

Previously, at Coates Group, I specialised in UX design and digital content strategy, enhancing global content management systems for quick-service restaurant networks. My contributions included designing scalable interfaces and workflows that simplified the management of dynamic content across locations. Passionate about innovation, I aim to bridge technology and user needs to create impactful, accessible digital experiences.

## PROFESSIONAL EXPERIENCE

### SENIOR PRODUCT DESIGNER

BIOV8 Clinics | 08/24 - Present

As the Senior Product Designer, I play a key role in shaping the future of our digital experience, ensuring our platform is intuitive, engaging, and impactful for users.

- Own the full UX lifecycle, from user research and wireframing to high-fidelity prototyping and usability testing.
- Design mobile and web experiences that simplify complex medical journeys, including onboarding, doctor consultations, and prescription programs.
- Collaborate closely with developers and cross-functional stakeholders to ensure design intent is preserved through implementation.
- Conduct remote usability testing and member interviews to identify friction points and inform design decisions.
- Use data, analytics, and member feedback to drive iterative improvements to product features and UX flows.
- Establish and maintain a consistent design system to scale the product efficiently and ensure visual cohesion.
- Explore and evaluate third-party tools for potential integrations, improving user experience and platform efficiency.

SKILLS

- User research & usability testing
- Wireframing & prototyping
- Information architecture
- Accessibility & inclusive design
- Visual design principles
- Typography, color theory, and layout
- Responsive & adaptive design
- Communication & storytelling
- Cross-functional teamwork
- Critical thinking & decision-making

PRODUCT DESIGNER

Coates Group | 11/2020 - 01/2025

Led the end-to-end UX design for Creative Center, Switchboard™, a dynamic content management system powering digital menu boards across QSR networks.

- Designed intuitive workflows and interfaces to support centralised content management across multiple devices and locations.
- Developed user-friendly UI components for scheduling and dayparting of content by time, date, season, or promotional campaigns.
- Created templated content systems using smart components, enabling scalable and location-specific customisation.
- Collaborated with developers and data teams to integrate real-time data sources into personalised content delivery.
- Simplified the content creation and publishing process by mapping user flows that connected CMS dashboards with external data systems.
- Worked closely with global clients (e.g., McDonald’s) to understand operational requirements and translate them into usable digital interfaces.
- Conducted user research and usability testing to ensure the platform met the needs of marketers, franchisees, and content managers.
- Created and presented interactive prototypes to customers, gathering feedback to refine user experiences and ensure alignment with business objectives.
- Led design walkthroughs with the development team, providing detailed explanations of UI/UX decisions and ensuring seamless implementation.
- Collaborated with stakeholders to iterate on prototypes, translating user insights into actionable design improvements.
- Facilitated design handoff sessions, equipping developers with annotated wireframes, design specs, and interaction guidelines.
- Advocated for user-centered design principles during team discussions, balancing business goals with intuitive user experiences.

UX & APP DESIGN

Harvestthe.net | 03/2016 - 11/2020

HarvestThe.Net is a software development company specialising in cloud-based applications, website development, e-commerce, custom software solutions, and systems integration. My role combines UX/UI design, client collaboration, and project management to create high-quality digital solutions.

- Client Collaboration: Work closely with customers to understand their business objectives and translate them into effective digital solutions.
- Stakeholder Communication: Document and communicate client goals to internal teams, ensuring alignment throughout the development process.
- User Experience & Workflow Optimisation: Develop UX-driven designs and consult on the entire customer journey to enhance usability and engagement.
- Project & Client Management: Liaise with clients, plan deliverables, and oversee the execution of key milestones.
- Wireframing & Workflow Management: Create and manage wireframes and optimise workflows for project efficiency.
- Quality Assurance & Testing: Test and approve releases, maintaining the highest standards in usability and performance.

## RESEARCH, UX & WEB DESIGN

Harvest Media | 03/2016 - 11/2020

Harvest Media is a cutting-edge music distribution platform that empowers users to seamlessly upload and distribute their music to agents. As a Product Designer, my role was to shape and enhance the user experience, ensuring both functionality and usability across our platform.

- User Experience & Workflows: Wireframe and refine new workflows, ensuring seamless interactions for users.
- User Research & Feedback: Conduct client interviews and distribute surveys to identify pain points and improve our software.
- Collaboration & Project Management: Work closely with cross-functional teams using task management software and version control systems to ensure efficient workflows.
- Quality Assurance & Testing: Conduct cross-browser testing and approve releases to maintain high platform standards.
- UX/UI Design: Translate concepts into user flows, wireframes, and development ready interface designs for an intuitive user experience.
- Client Onboarding & Support: Facilitate B2B sign-ups, onboarding processes, and client support, including user guides for new and existing features.
- Website Design & Maintenance: Oversee the design, maintenance, and updates of the Harvest Media website to align with business goals.