SARAH JEE WATSON

0404 412 308
sarah@nojiggery.co

Perth, WA

Qualifications

UX DESIGN TECHDEGREE

Treehouse (2019)

BACHELOR OF ARTS (WEB DESIGN & PRODUCTION)

University of Canberra (2017)
Chancellor's Commendation - Highest academic achievement from Faculty of Arts & Design

DIPLOMA OF MARKETING

TAFE NSW (2012)

> *Real expert in website design particularly for accessibility. Focuses on maximising UX/UI and knows her stuff!*
>
> **~ Rachael Roberts, Assistant Director, Corporate Communications, Australian Federal Police**

Profile

Digital experience consultant with 15+ years' experience leading UX strategy and delivery across government, education, enterprise, and international organisations.

Specialises in aligning user needs with business goals, embedding user-centred design practices into complex organisations, and improving digital performance through research, data, and cross-functional collaboration.

Experienced in shaping digital direction, influencing senior stakeholders, and establishing UX practices that support scalable, high-quality delivery.

CORE CAPABILITIES

- Digital strategy & transformation
- UX strategy, research & IA
- CRO & performance optimisation
- Accessibility (WCAG) & inclusive design
- Stakeholder management (senior & exec level)
- Data-informed decision making (GA, Hotjar, Clarity, etc.)
- Design process and delivery
- UX leadership across teams

SELECTED IMPACT

- Led UX strategy across government, higher education, and enterprise projects, improving clarity, usability, and conversion outcomes at scale.
- Established UX frameworks, IA structures, and research processes to improve consistency and scalability across multidisciplinary teams.
- Influenced product and digital direction across cross-functional teams, including developers, product owners, and senior stakeholders, without formal authority.
- Delivered accessible digital experiences aligned with WCAG standards across multiple platforms and sectors.
- Reduced user friction and support overhead through navigation redesign, IA restructure, and journey optimisation.

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Professional Development

AUSTRALIAN WEB INDUSTRY AWARDS (AWIA)

Member, Judge and Winner

DESIGN LAB UX ACADEMY

Mentor

> *You will struggle to find somebody who cares more about the success of your business and the experience of your customers than Sarah.*
>
> *She is a pleasure to work with and honestly cares about delivering the best solution possible.*
>
> **~ Paul Boag, Customer Experience Consultant, Author, Speaker**

Experience

DIGITAL EXPERIENCE CONSULTANT | NO JIGGERY

2015 – Present

Lead UX and digital strategy across a portfolio of organisations, advising senior stakeholders on digital direction, experience design, and platform optimisation.

Work across complex environments to align user needs, business objectives, and technical constraints, embedding user-centred design into organisational decision-making.

Key Responsibilities & Achievements

- Lead UX and digital strategy across multiple organisations, advising senior stakeholders on digital direction, experience design, and platform optimisation.
- Shape information architecture, product direction, and user experience strategy for complex digital platforms.
- Influence cross-functional teams (design, development, product, marketing) to align on user-centred approaches and shared ways of working.
- Establish UX processes, frameworks, and research operations to improve delivery quality and consistency.
- Conduct and translate user research and analytics into actionable insights that inform product and business decisions.
- Deliver end-to-end UX and UI solutions, from discovery through to implementation and optimisation.

Recent client work

- Tourism and member organisations, e.g. MRBTA (digital strategy, brand adaptation, sustained IA, user research, and dev-ready design).
- Media and data-driven platforms, e.g. Business News WA (UX review, analytics and user-informed strategic recommendations).
- NFP and education, e.g. Capes Foundation (User research, UX, AEO/GEO content strategy, design, digital branding and design system).
- International clients — including a US-based art discovery startup (user research, usability testing methodology, design system and IA), and a significant CRO e-commerce project.

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LEAD DESIGNER | DOGHOUSE MEDIA

April 2022 – Aug 2023

Delivering UX and UI design for large-scale projects across web and product design in a agile digital agency.

Key Responsibilities & Achievements

- Led UX research, strategy, and design for government agencies and large organizations, including the (award-winning) Australian Federal Police (AFP) and Victorian Government.
- Worked closely with project and product managers, developers, and key stakeholders to execute digital projects effectively.
- Created prototypes and wireframes to support agile development cycles, educating key stakeholders throughout the process.
- Crafted optimised, accessible and delightful visual interfaces and Design Systems
- Reviewed and redefined UX service offering within the agency, identifying opportunities for expansion and introducing practical tools and methodologies to improve delivery

DIGITAL MARKETING SPECIALIST | CURTIN COLLEGE

April 2012 – Aug 2015

Managed digital marketing and user experience initiatives supporting student recruitment and engagement.

Key Responsibilities & Achievements

- Led rebrand project to align the College with Curtin University's visual identity, developing and implementing a new Style Guide across digital and offline channels
- Managed the full redesign, rebuild, and launch of the Curtin College website, including user research, content strategy, IA, and cross-departmental stakeholder management
- Coordinated cross-functional collaboration across student services, marketing, and admissions to ensure alignment throughout delivery
- Designed and optimised landing pages, email campaigns, and digital assets to drive student engagement and lead generation

ECOMMERCE MARKETING MANAGER | MARIE CLAIRE SHOES

2009 - 2012: eCommerce strategy and digital marketing

SPECIALIST & CREATIVE | APPLE (UK)

2008 - 2009: Training, in-store workshops, and product sales.

> *It was a massive undertaking but Sarah made the project from initiation to completion one of the most efficient and trouble-free experiences I have ever had.*
>
> **~ Pankaj Pathak, Curtin College Marketing Director**