



Harrison Bell

Senior Product Designer

Sydney, Australia

www.designbybell.xyz

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0424743414

Profile

Age

26 years old

Product Design Experience

5 Years

Gender

Male

Education

Western Sydney University

Bachelor of Visual Communication and Design

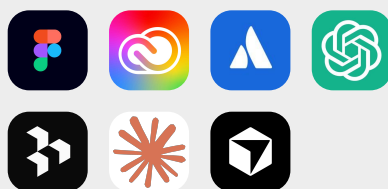
2018-2021

Coursera

Google UX Design

2023

Skills



Achievements

Taekwondo 4th dan blackbelt

2025

Finalist for the 2022 AGDA Awards (Student Digital)

2022

Best in Show for Major Design Project

2022

Dean's Merit List in Bachelor of Design

2021

Referees

Senior Design Director at Coates

Henry Hidayat

0414702333

Lead Designer at Appboxer

Somansh Kumar

0425033108

Experience



Product Designer

Coates

2024- Now

Responsible for: Improving scheduling efficiency by up to 82% through redesigned workflows.

Designing scalable product experiences for McDonald's digital menu board CMS, used across global markets to manage and schedule menu board content.

I lead UI/UX work across discovery, user flows, prototyping, high-fidelity design, design systems, and developer handoff. Working closely with product, engineering, and business stakeholders, I translate complex operational requirements into clear, usable, and scalable product solutions.



Lead Product Designer

iDlvr

2023- 2025

Responsible for: +60% increase of retention rate

Assuming the role of design lead, I've orchestrated and implemented significant UI and UX enhancements across all of iDlvr's platforms, spanning from the mobile app to the web portal and landing page. Leveraging insights from app analytics and closer collaboration with developers, I gained valuable insights into user pain points, empowering me to make informed UX decisions. This involved steering stakeholders toward a new direction more attuned to their target user base.



Product Designer / Project Manager

Appboxer

2021- 2023

Responsible for: +50 completed UI/UX projects

I've collaborated with start-ups and enterprise-level companies, with my role extending beyond conventional design tasks, encompassing the curation of engaging social content to extensive UX research. I specialize in crafting UI designs for mobile and web platforms, enhancing existing systems to optimize user experiences. I excel at identifying and resolving human-centred problems, fostering strong collaboration with clients and colleagues. As a project manager, I efficiently organise handovers to development teams, ensuring clarity and effective communication of design requirements. My oversight of the quality assurance process consistently leads to successful project outcomes by facilitating seamless collaboration between design and development teams.