

## Expertise

### User Experience Design

- User Research
- Stakeholder & user workshops
- Personas / Interviews
- Stakeholder & user interviews
- Task based user-flows / user stories
- Information Architecture
- Click-through wire-frames
- Usability testing / Heat-maps etc

### User Interface Design

- Website design
- Interface design
- Mobile first - responsive design
- Landing page design
- Design style guide creation

### Visual Design

- Branding
- Print design
- PDF & brochure design
- Printer management
- Email / EDM design
- Micro copy - Copywriting

### Tools / Platforms

- Adobe Creative Suite
- Figma + Fig Jam
- Marvel App
- WordPress
- Divi
- Notion
- Blisk
- Miro
- Microsoft Clarity

### Other

- Art Direction
- Project Management
- Agency Management
- Copywriting
- Marketing head-shots & portraits

## Guthrie Labs

### UX/UI Design / Visual Design

Jan 2018 - present - Sydney.

Since 2019 I have freelanced for various companies throughout Sydney as a UX/UI designer / Visual Designer. I have 5 years experience in UX/UI design and over 15 years experience as a Visual Designer.

Below I will outline a few select clients I have had over the past 5 years.

### [www.ezycollect.io](http://www.ezycollect.io)

#### UX Design / Visual Design

Jan 2019 - October 2019 - Sydney.

ezycollect.io is a Sydney based SAAS start-up who has a B2B digital product that connects to leading accounting software. Its primary benefit is that it improves business cashflow by streamlining and automating the invoice payment and follow up process.

My role was UX Designer for their website redesign. The project took 8 months.

Their product has a large number of integrations, and complexity and I was able to design wireframes and information architecture that covered all the required pages, whilst fulfilling the growth marketers goal, of targeting specific industries for paid and organic traffic.

I was responsible for the delivery and handover of the entire framework of the website, including giving guidelines on brand messaging (headlines for sections) and strategy,

As a start-up the wins are often around venture capital injections. On completion and launch of the new website ecosystem, ezycollect's CEO and founders were able to secure a further 7.1 million dollars worth of funding. This was possible due to the success of their website in explaining their offer and structuring the site it in a way that communicates their value to both investors and customers alike.

For this role, I conducted workshops with key stakeholders on site in Sydney CBD and delivered the majority of the project remotely from Asia via Zoom.

[www.ezycollect.io](http://www.ezycollect.io)

## Education

User Experience Design Boot camp  
Springboard  
March-December 2018

Bach. Design / Visual Communications  
U.T.S University of Technology Sydney  
December 2001

AWARD School  
Art direction & copywriting  
Murdoch Magazine  
March 2006

## Flynfo

### UX Design / UI Design / Product Design

March 2020 - Dec 2020 - Sydney.

I created an app for the airline industry based on my experience working for Qantas in various roles between 2011-2018. The app is designed to assist groundstaff (baggage handlers, ramp staff & service officers, in keeping up to date with flight information as it relates to their particular role, and where they need to be in the airport at any one time, and what flights they have coming up.

Whilst working at Qantas I was able to do UX research, staff interviews, heuristic analysis, observations, customer feedback, personas, etc. From this UX research I have created a desktop application for staff on the Qantas intranet, and an accompanying mobile application for the staff to use whilst on shift. I am currently on my third iteration of this product and believe it solves such a solid pain point at the airport, of airport efficiency, that it could revolutionise the aviation industry.

I have a hidden web pages that show UX/UI for this project for your review.

[www.simonguthrie.com/flynfo-app/](http://www.simonguthrie.com/flynfo-app/)

## Motus HP

### UX/UI Design / Web Design / Web Development

Jan 2021- March 2021 - Sydney.

Large marketing website redesign for largest physiotherapist/functional gym on the Northern Beaches.

During the project I ran UX and branding workshops and interviewed all key stakeholders, interviewed customers, created wireframes, photographed staff portraits with studio lights, information architecture. Design and development of the website in WordPress environment using DIVI paying emphasis to mobile responsive.

[www.motushp.com](http://www.motushp.com)

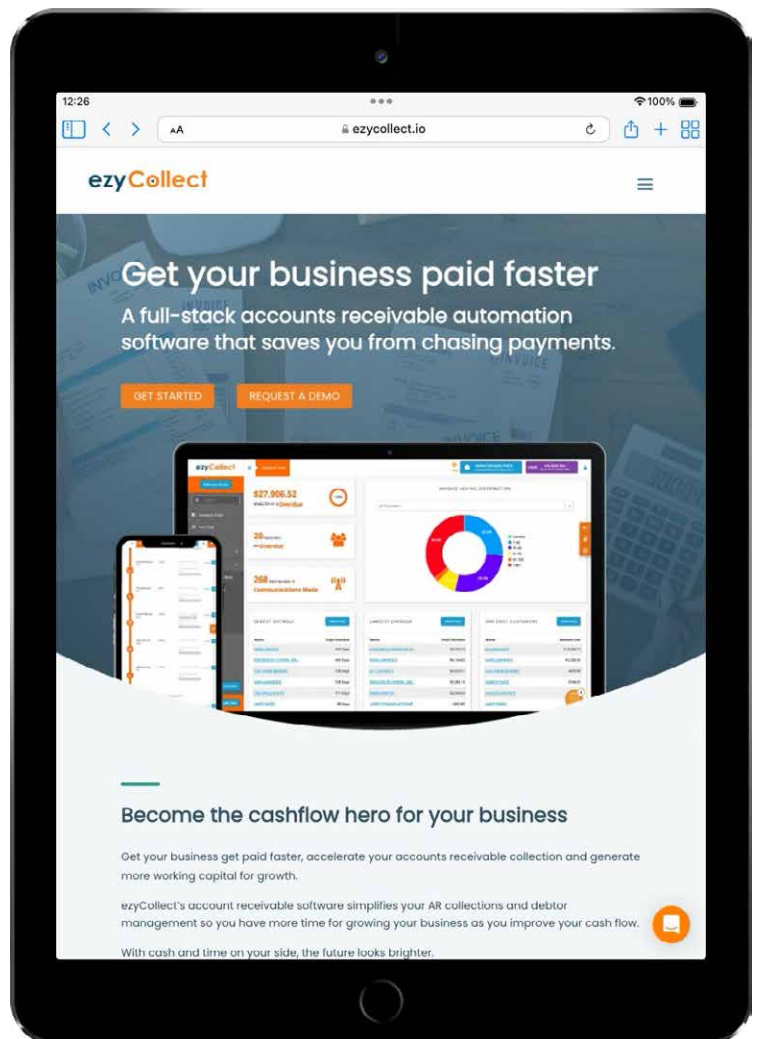
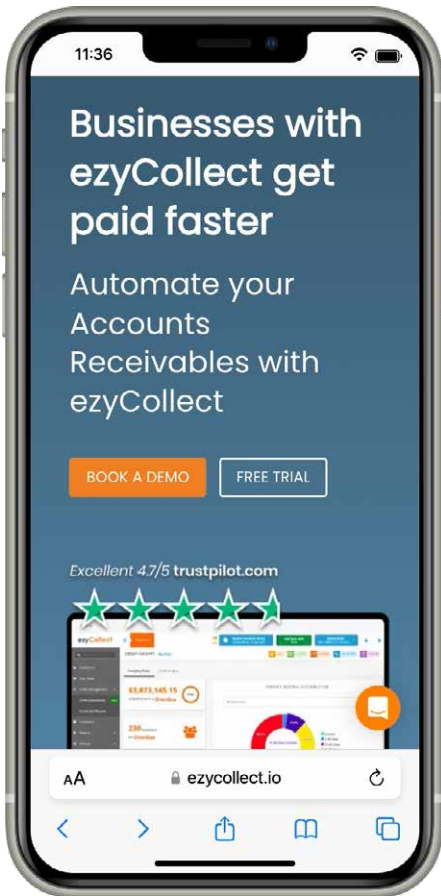
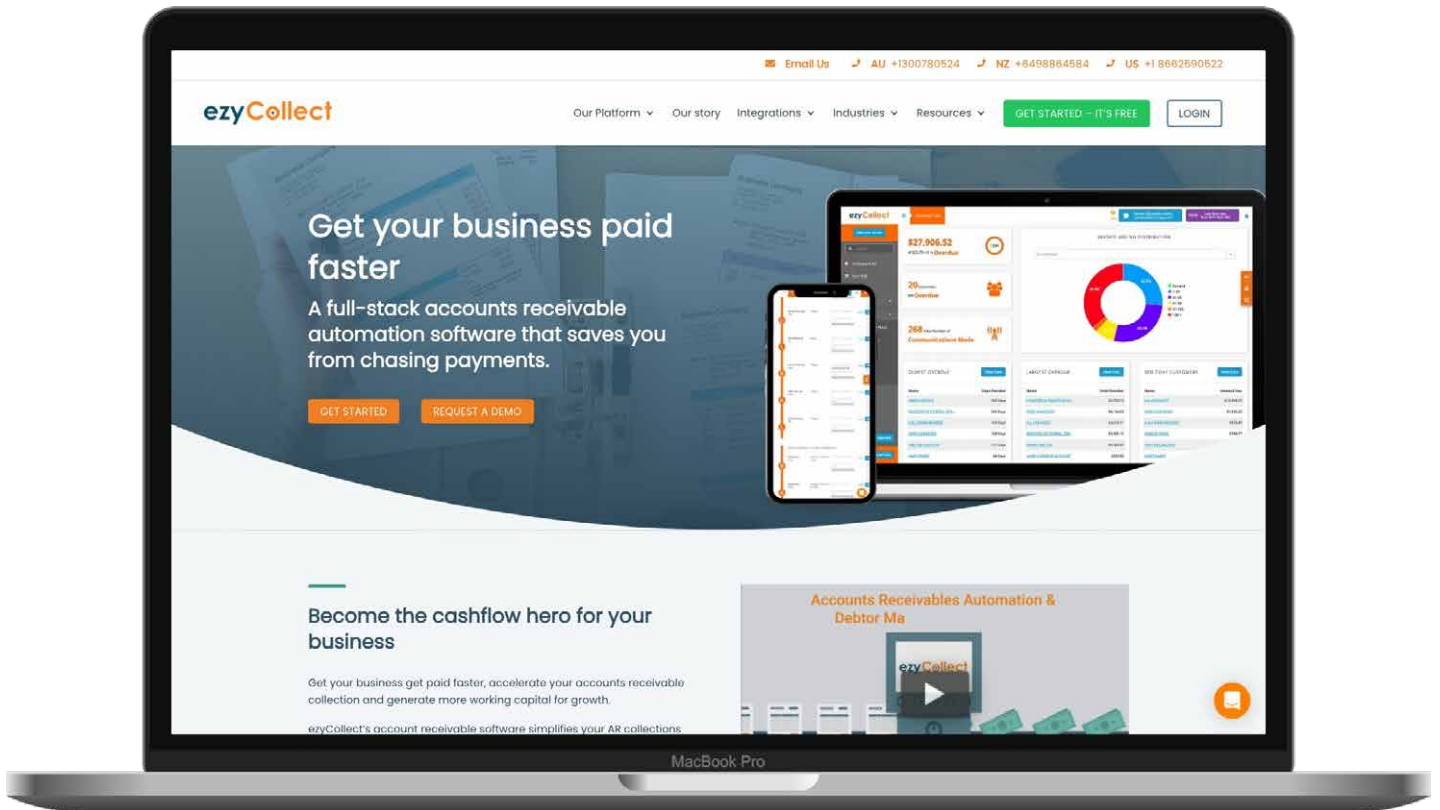
## Property Developers | Oakstand, Armada, Built Projects +

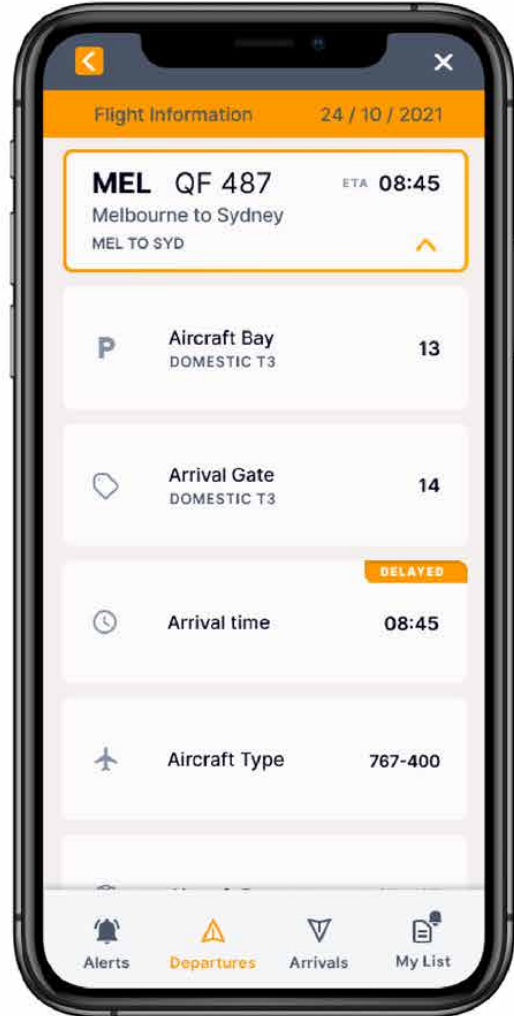
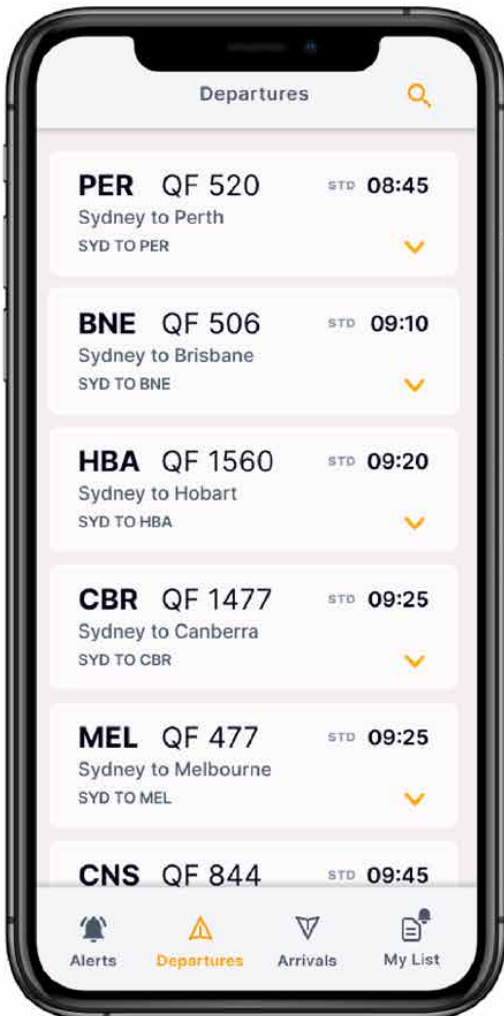
### UX/UI Design / Visual Design / Print Design / Branding

Jun 2021- Current - Sydney. Seven 3-6 month projects over this time

Since 2021 I have been designing all elements required for project marketing for selling luxury homes off-the-plan on the Northern beaches and throughout NSW. Each project has been valued between 20million and 200million dollars in final sales revenue and I have been responsible for the creative direction, branding, design and delivery of every line item for each project I have undertaken.

Design deliverables include: project naming and branding, identity design, large 30+ page marketing brochures, fold out floorplans, schedule of finishes, maps, wayfinding such as site hoarding to wrap around the site fencing, display suite design, shop window design, graphical wall hangings, website design and development, project copywriting, print advertisements, digital marketing for meta and google. Animated google ads. I have also managed print production and project management for each project.



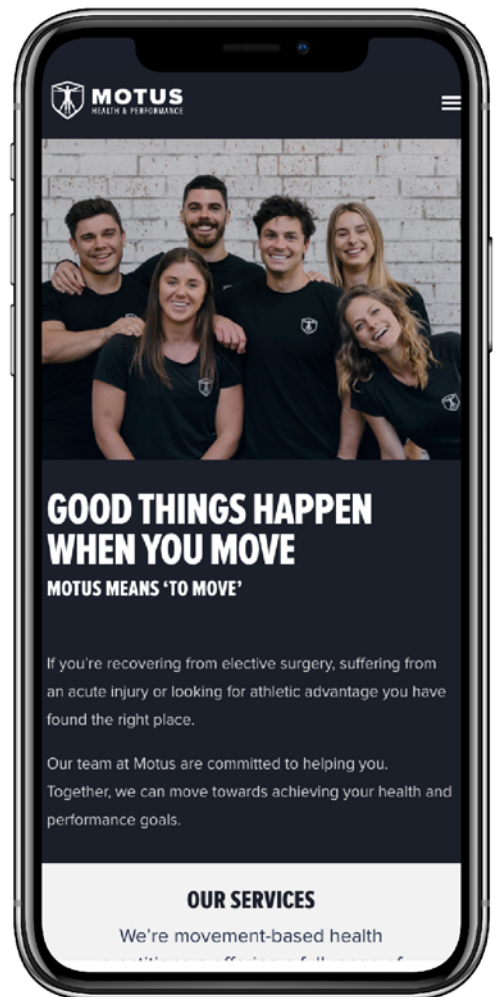
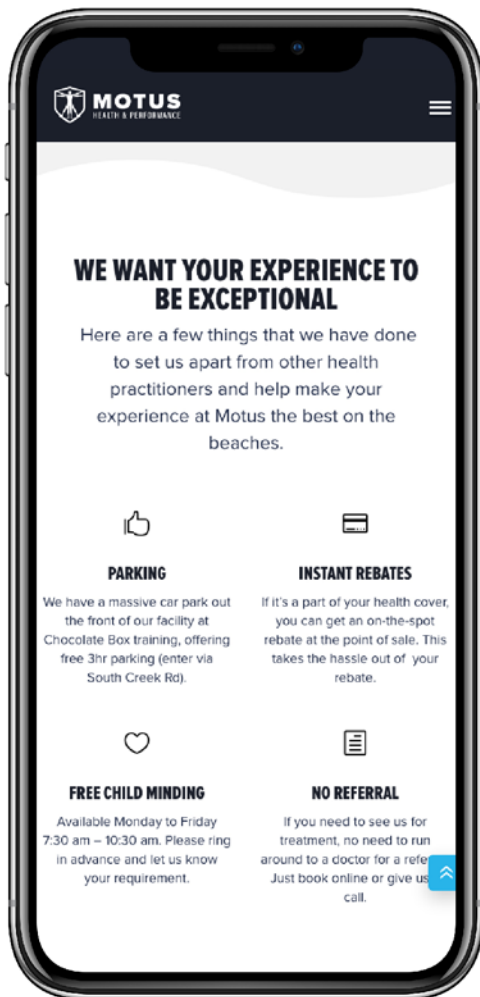
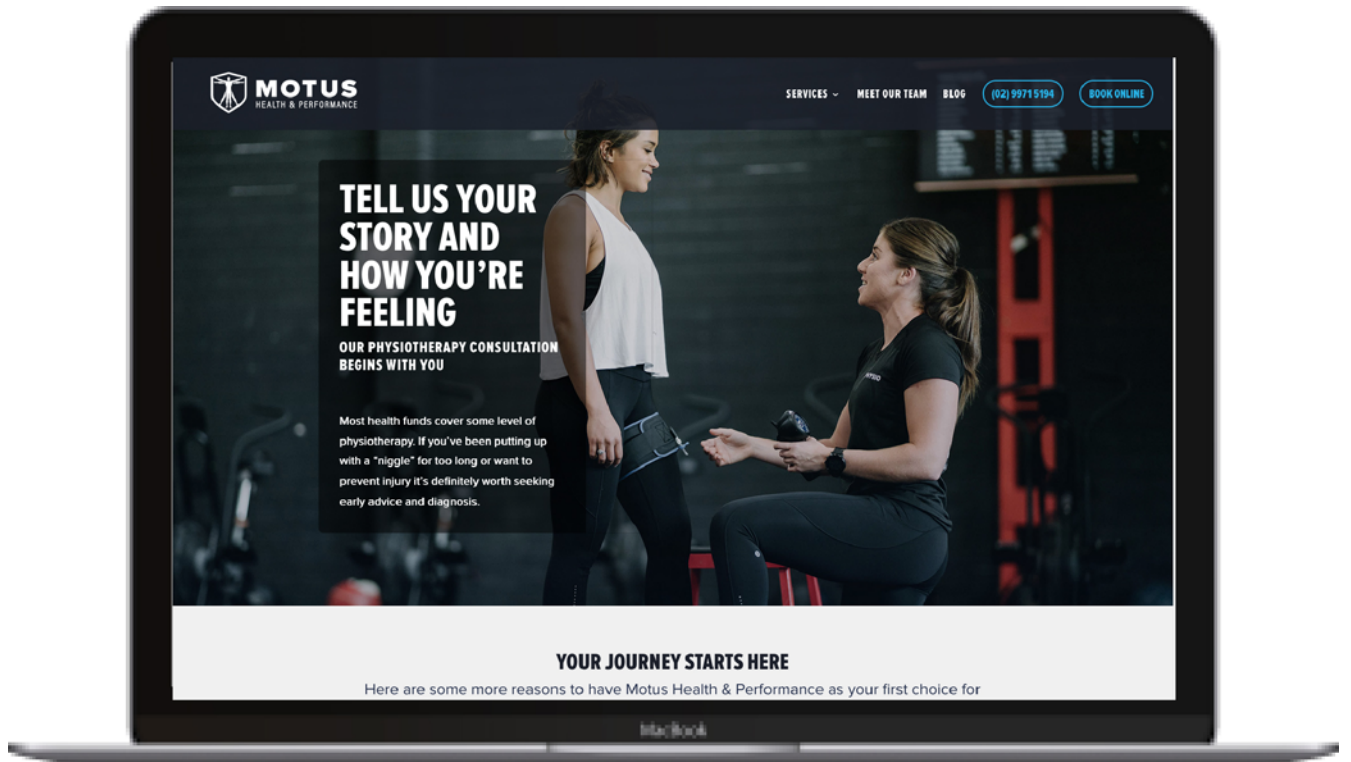


## Flynfo App

Mobile and Desktop app for Aviation

UX research + interviews  
UX design,  
Product design  
High fidelity wire-frames in Figma  
Information architecture







Find your  
dream home  
with domain

### The Northern Beaches is like nowhere else.

It doesn't matter whether you've been on the Northern Beaches for a few months or 80 years, it's only once you've lived here that you can begin to understand how special this place really is. It's a place where people tend to stay relaxed and where things get done without a fuss.

Like you, we love what's unique about the Northern Beaches. And also like you, we wouldn't dream of living anywhere else.

That's why we think it's a privilege to be able to help you find the lifestyle you want right here - whether that involves upgrading to a family home, downsizing to a pad by the beach, finding the very best first home or buying the investment property that will let you reach your financial goals.

