

Dominic Bonnice.

Lead Product & Service Designer. Big-picture thinker & design generalist across UX & Service Design, Research, & Product Strategy. 10+ years using research & design methodologies to solve complex problems, deliver great products & help build great teams.

me@dombonnice.com

[Linkedin](#)

Experience.

Root Global

Oct '22 - Current
Berlin - 1+ yrs

Founding Designer

Wearing many hats, shaping product strategy & design, taking the company from scratch to \$500K+ ARR in the first year by building tech that has collected the most complete set of on-farm emission data in Europe (& growing).

Designed & built our first MVP on top of a suite of low & no-code tools that was fundamental in our journey to Product-Market-Fit.

Choco

Oct '21 - Oct '22
Berlin - 1 yr

Senior Product & Service Designer

Led design for a new integrations platform & helped enable service improvements to make customer onboarding 5x faster, establishing Choco as the world's leading B2B food ordering platform, contributing to the company's growth to a \$1B valuation.

Freelance

May '21 - Oct '21
Berlin - 6 mos

Freelance Product Designer

Led B2B ed-tech startup, 'Find Your Grind', through a series of design sprints & rapid prototype testing to explore and validate a new B2C product concept.

Completed a Permaculture Design Certificate for 3 months on a farm in Spain; whole Systems Thinking with an Agricultural lens.

Contentful

Jan '19 - Feb '21
Berlin - 2+ yrs

Senior Product Designer

Led design for content teams, a core customer acquisition & growth avenue, that transformed a niche, developer-focused product into a widely-adopted content platform, instrumental in the company's rise to a \$3B valuation.

Established Contentful design principles, user research frameworks, and an active contributor to the Contentful design system.

Deakin University

Oct '17 - Oct '18 Contract
Melbourne - 1 yr

UX Designer

Introduced UX design & research methodologies to the University, improving core digital tools & processes that led to a clear improvement in student satisfaction & completion rates.

Camp Nong

Jul '13 - Oct '18
Melbourne - 5+ yrs

Co-Founder / Creative Director

Creative direction, operations, logistics, production & marketing for music festivals & events, with a main focus on the NYE camping festival, Camp Nong. Design & FE development of the website.

Belong

Apr '17 - Oct '17 Contract
Melbourne - 6 mos

UX Designer

Helped design, test & deliver a new Mobile phone service; now boasting over 1 million users; across native app & web experiences; all while maintaining consistency with the companies core focus on Broadband internet customers.

10Collective / RXP

Nov '16 - Apr '17 Contract
Melbourne - 6 mos

UX Prototyper

Worked as a consultant for National Australia Bank, focusing on rapid prototyping & UX testing for a number of key strategic projects.

Telstra Health

Mar '16 - Nov '16 Contract
Melbourne - 6 mos

Innovation Designer

Drove innovation & agile development to help speed up a sluggish internal product development process, by rapid prototyping; workshop facilitation & development of digital products, including the first version of an eHealth record that now boasts 16M+ records

Telstra Digital

Oct '14 - Mar '16
Melbourne - 2+ yrs

UX/UI Designer

Visual, UX design & research for Australia's largest telecom company, working across apps Telstra 24x7 & Telstra Air with over 4 million active users.

SMS Management & Technology

Apr '13 - Oct '16
Melbourne - 3+ yrs

UX Design Consultant + Graduate Designer

Provided design & UX consulting services for medium-large Australian companies such as ANZ, Telstra, NAB & MYOB.

Portfolio.

dombonnice.com/portfolio

Education.

Bachelor of Communication

Mar '10 - Nov '12, RMIT University.

Winner of the "Excellence & Diligence in Design" Award.

Permaculture Design Certificate

Mar '21 - Jun '21, Spain.

Whole systems thinking & design with an agricultural & environmental lens.

Skills & Tools.

Design

Rapid Prototyping
Interaction & Motion Design
Design Systems
Design Sprints
Journey, & Ecosystem Mapping.

Research

User Research & Interviews
User Testing & Moderation
Quantitative Research
Analytics Experimentation
Workshop Facilitation.

Product

Product Strategy
Agile Development
Stakeholder Management.

Other

FE Development (HTML, CSS, React, JS)
2D Animation
Icon Design.

Tools

Figma
Framer
Generative AI
Adobe Creative Suite
Axure RP.

Industries

Consumer Mobile Apps
B2B SaaS
Fintech
Climate
Telecommunications
Education
Health
Events.