

# Ashley David Greenhalgh

A deep thinker with the knowledge and experience to be creative, to explore all the possibilities our world has to offer. Not just thinking outside the box... but outgrowing it.

## employment

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### Designer, Australian Taxation Office | 2020 - Present

- Complex problem solving, human-centred design and systems thinking capabilities to form viable solutions for the ATO and the community.
- Lead and support transformative initiatives, balancing business and client needs with design outcomes. Facilitate strategy workshops and learning & development sessions.
- Produce high-level designs, end-to-end user journeys, roadmaps and insight reports, including various UX and UI research methods, to inform detailed planning and programme development / rollout.
- Consider immediate and big picture goals and objectives to ensure solutions remain adaptive and resilient into the future.
- Mentor, coach and promote design and user-centric principles to branch members, clients and the wider organisation.
- Experience across physical, web, and digital products and services.
- Working closely with leadership on business improvement initiatives to identify and implement workflow efficiencies.
- Technical guidance in the form of business, economic and behavioural insights expertise. Leveraging design techniques to analyse complex information and drive evidence-based solutions.
- Provide regularly sought economic knowledge and experience, bolstering the branch's work and designs in innovative ways.

### Co-founder, ClimACTic! Community Project | 2020 - 2022

Community-based project with families and children to help them understand and fight climate change in their own homes and lives.

- Led community co-design with accelerated timelines, and conducted innovative consultations and testing to deliver a highly successful and user-focused product.
- Ethically implemented behavioural economics and insight strategies to promote sustainable practices among users. All users permanently adopting the targeted behaviours.
- High client satisfaction, positive user feedback and enduring public interest.



## contact

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## education

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### Luma Institute | 2020

Certified Practitioner of Human Centred Design

### Queensland University of Technology (QUT) | 2019

Bachelor of Business and Creative Industries with Distinction  
Majoring in Economics and Entertainment Industry

### St. Joseph's Nudgee College, Boarder | 2013

Queensland Certificate of Education (QCE)

## achievements

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*Creative Enterprise Award from QUT 2020 for ClimACTic!*

*My ATO Design and BI work accepted into the Journal of Business Ethics*

*My consultive communiqué to the APAC diplomatic summit.*

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Designing for impact, utilising business, insights and community to achieve what is possible for clients and people. Not just thinking outside the box... but outgrowing it.

## employment cont.

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### Community Volunteer and Organiser, 'Yes23' | 2023

- Engaged heavily with diverse individuals, stakeholders and communities to convey complex ideas and deliver answers as concise and digestible information.
- Facilitated one-on-ones, groups, town halls and coaching to other volunteers to successfully engage community. Often, influencing in high-stakes situations.

### Account Manager & Senior Draftsman, WG Architects | 2012-2019

- Transitioned from a role focused on self-developed drafting to coordinating concurrent project deliveries, fostering client, consultant, and team communication.
- Delivered technical advice and liaised with consultants to achieve cost-effective solutions for clients and stakeholders.
- Managed tender releases and evaluated bids for a national client. Also providing support for WG's bids across various sectors.
- Played a key role in company development, including the growth, management and training of junior staff.

### Lead, Northshore Precinct and Community | 2019

- Co-designing for a public space that not only anticipates but actively caters to the evolving needs of a growing population and its community. Enhanced with my economics and urban planning.
- Delivered community focused ideas and preliminary planning through workshops, inclusive stakeholder mapping and evidence-based contextual and user research.
- Presentation, prototype and final design contributed to informed decision-making through communication and storytelling.

### Delegate, APCS Young Professional Sponsorship | 2019

- Facilitated cross-cultural, multidisciplinary problem-solving sessions, resulting in a joint communique presented to mayors and diplomatic delegations for consideration.



## proficiencies

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### Languages

English (First-language)  
Japanese (Intermediary)  
Spanish (Basic)  
French (Basic)

### Software and Programs

Apple OS Suite  
Microsoft Office  
Adobe CS Suite  
Figma  
Miro / Mural / FigJam  
Autodesk Suite  
Atlassian Project Software  
Various Web-conferencing  
Website building and Canva (SaaS)

## skills

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Design Thinking  
Systems Thinking  
Business acumen and processes  
Economics and policy  
Visual design & documentation  
Facilitation  
Influencing  
Stakeholder engagement  
Research  
Computer and software literacy  
Inter and intrapersonal skills  
Planning and management  
Problem solving  
Government collaboration  
Waterfall and Agile methodologies