KAYLA J HEFFERNAN   UX AND RESEARCH LEADER

Highly motivated design leader with over a decade experience. Seeking my next leadership role at a company that does good in the world. Passionate about building inclusive, strong, and high performing teams. Thrives on solving ambiguous problems. Utilises research, empathy, and communication to create accessible solutions that balance business and user needs.

INDUSTRY EXPERIENCE

HEAD OF UX WISE EMPLOYMENT

JAN 2022 – PRESENT

- Established an effective UX team and design and research processes for a nascent digital product in a traditional bricks and mortar business.
- Grew and managed a cross-functional design team of visual and UX designers, researchers and writers.
- Established hiring practices to reduce unconcious bias, 1:1 processes, and KPI definition.
- Managed difficult and underperforming staff by setting KPIs to measure performance, coaching and providing feedback.
- Communicated to a bricks and mortar business, relatively new to UX, the standard expectations of design roles and proposed a new team structure. Relied heavily on examples and analogies to demystify UX to non-technological audiences.
- Evangalised for UX and research throughout the organisation and helped embed agile practices.

HEAD OF PRODUCT AND UX ATTEND ANYWHERE

JUN 2021 – JAN 2022

Owned the product and roadmap from design through to delivery. Led a cross-functional product team of seven including designers, product owners and technical writers. Responsible for ensuring the product was increasing user engagement and delight and progressed towards the product vision.

UX DESIGN & RESEARCH TEAM LEAD ATTEND ANYWHERE

JUL 2020 – JUN 2020

Led, conducted, and facilitated research and co-design with the NHS involving clinicians and patients in a dual leadership and hands-on design role. Established requirements and created design solutions. Supervised two UX designers.

UX DESIGN & RESEARCH LEAD SEER MEDICAL

APR 2019 – JUN 2020

Established the UX practice by implementing UX and research processes (including a component style guide) & building the team. PM for the app team, responsible for supporting devs to build designs & coordinating their day-to-day work. This role was hands on executing research with patients and doctors and designing wireframes and prototypes. Investigator for a one-million-dollar grant for the BioMedTech Horizons 3 (BMTH3.0) program https://www.mtpconnect.org.au/biomedtechhorizons

DESIGN & RESEARCH LEAD (APAC) SEEK LIMITED

OCT 2018 – MAR 2019

Optimised JobsDB and JobStreet's e-commerce funnel. Responsible for building a new team, including hands on design and overseeing and performing research in Malaysia. Led research for strategic projects and utilised data analytics. Facilitated workshops and presented findings.

LINKS

Blog
kaylajheffernan.medium.com

SKILLS

People management
Design evangalism
Workshop facilitation
Product vision
Qual & quant research
Design research
Usability evaluation
Usability testing
A/B testing plans
Cognitive walkthrough
Heuristic evaluations
Product design
Data analytics
User needs analysis
Research reports
IA design
Interaction design
Prototyping
Storytelling
User advocacy
UX copy writing
Wireframes

REFERENCES

Available upon request

KAYLA J HEFFERNAN   UX AND RESEARCH LEADER

OTHER EXPERIENCE

SENIOR UX DESIGNER & RESEARCHER I **SEEK LIMITED**

UX DESIGNER & RESEARCHER I **SEEK LIMITED**

UX DESIGNER & RESEARCHER I **APPAREL21**

RESEARCH ASSISTANT I **ZOOS VICTORIA/ UoM**

CHANGE AND TRAINING DESIGNER I **IBM**

BA AND UX DESIGNER I **UNISYS**

MENTOR & TUTOR I **HARNESS PROJECTS**
Advanced research 7 week course

ACADEMIC TEACHING I **MELBOURNE UNIVERSITY**
Evaluating the User Experience (INFO90004) I Fundamentals of IS (ISYS90026) I Impact of Digitisation (ISYS90051)

EDUCATION

DOCTOR OF PHILOSOPHY (PHD)
MELBOURNE UNIVERSITY

Explored insertables, non-medical devices voluntarily inserted into the body. Current portrayals present insertables use as a fantastical practice amongst cyborgs. I found insertables afford largely amenity-based uses and users do not identify as cyborgs. Insertable users receive judgement with tracking capabilities commonly queried. Tracking fears are found to be disproportionate device capabilities and antithetical to insertable-companies' goals.

MASTER OF INFORMATION SYSTEMS
MELBOURNE UNIVERSITY

Explored the development of an app-based intervention, Safe-D, to safely improve Vitamin D status in young women. The app was used in a clinical trial through the Royal Melbourne Hospital's Young Female Health Initiative. The app was found to improve Vitamin D levels better than paper-based solutions, however not better than regular supplement use.

BACHELOR OF BUSINESS INFORMATION SYSTEMS
MONASH UNIVERSITY

IT and business courses to develop fundamental concepts of how IT can be serve business needs, including detailed analysis of problems and design solutions. Two industry-based placements were completed.

AWARDS

Research Training Program Scholarship (2020)

Google PhD Travel Prize (2018 and 2017)

Honorable Mention - Doctoral Colloquium (2015)

Dean's Honors Role (2012 and 2014)

Graduate Student of the Year Nominee (2013)

Grand finalist Global Health Challenge (2013)

Grand finalist OzCHI design challenge (2013)

Deloitte Student Leadership Award (2012)

Industry-Based Learning Scholarship (2008)

KAYLA J HEFFERNAN   UX AND RESEARCH LEADER

PUBLICATIONS

Heffernan, K. J., Vetere, F., & Chang, S. (2021). Insertables: Beyond Cyborgs and Augmentation to Convenience and Amenity In E. Niforatos & T. Dingler (Eds.), Technology-Augmented Perception and Cognition (1st ed., pp. 185-227): Springer Cham. https://doi.org/10.1007/978-3-030-30457-7_6

Heffernan, K. J., Vetere, F., & Chang, S. (2017). Towards insertables: Devices inside the human body. First Monday, 22(3). http://www.firstmonday.dk/ojs/index.php/fm/article/view/6214

Heffernan, K. J., Vetere, F., & Chang, S. (2017). Military Insertables: Lessons from Civilian Use. IEEE Technology and Society Magazine, 36(1), 58-61. http://ieeexplore.ieee.org/document/7879433/

Heffernan, Kayla J., Frank Vetere, and Shanton Chang. "You Put What, Where?: Hobbyist Use of Insertable Devices." In Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems, pp. 1798-1809. ACM, 2016. http://dl.acm.org/citation.cfm?id=2858392

Heffernan, K.J, Vetere, F., Chang, S. (2016) Insertables: I've got IT under my skin. ACM Interactions 21:1 (52-56) doi: 10.1145/2843588 http://interactions.acm.org/archive/view/january-february-2016/insertables

Heffernan KJ, Chang S, Maclean ST, Callegari ET, Garland SM, Reavley NJ, Varigos GA, Wark JD (2016) Guidelines and Recommendations for Developing Interactive eHealth Apps for Complex Messaging in Health Promotion JMIR mHealth uHealth 4(1):e14 DOI: 10.2196/mhealth.4423 http://mhealth.jmir.org/2016/1/e14

Heffernan K.J., Chang S., Maclean S.T., Callegari E.T., Garland S.M., et al. (2014) The potential of eHealth Apps to Support Targeted Complex Health Messages. J Gen Practice 2:182. doi: 10.4172/2329-9126.1000182 http://esciencecentral.org/journals/the-potential-of-ehealth-apps-to-support-targeted-complex-health-messages-2329-9126.1000182.pdf

Heffernan K.J. Chang S., Maclean S.T., Garland S.M & Wark J.D. (2014) How to Develop a Mobile Health Application to Support Optimisation of Vitamin D Status in Young Women. Poster session presented at: ANZBMS 2014: Australia & New Zealand Bone & Mineral Society 2014 Annual Scientific Meeting; 2014 Sept 7-10; Queenstown, NZ.

Birch K.E. & Heffernan K.J. (2014) Crowdsourcing for Clinical Research - An Evaluation of Maturity, Australian Computer Society, Inc. Appeared at the Australasian Workshop on Health Informatics and Knowledge Management (HIKM 2014), Auckland, New Zealand. Conferences in Research and Practice in Information Technology (CRPIT), Vol. 153 http://crpit.com/abstracts/CRPITV153Birch.html

Webber E.W., Heffernan K.J., Rostami Yeganeh B., Estrada F & Augstkalns D. (2013). Family Room: Reducing Email Overload. In Proceedings of the 25th Australian Computer-Human Interaction Conference (OzCHI '13). ACM, New York, NY, USA, 407-408. http://dl.acm.org/citation.cfm?id=2541097&CFID=288314803&CFTOKEN=85706022