



# DAVID KHUU

LEAD UX DESIGNER

## PROFESSIONAL SKILLS

UX Strategy / Roadmaps  
User Research / Testing  
User-Centric Design  
Accessibility  
Design Thinking  
Information Architecture  
Interactive Prototyping  
HTML & CSS Knowledge  
User Interface Design  
Agile / Scrum Experience  
Figma, Miro, Lookback, Askable  
Adobe Analytics, Fullstory  
CMS — AEM, Sitecore, Umbraco  
Jira / Confluence  
Salesforce

## PERSONAL SKILLS

Servant Leader  
People Focused  
Growth Mindset  
Mentor and Coach  
Kaizen Practitioner  
Strong Stakeholder Engagement  
Strong Communicator  
Adaptable and Level-Headed

## CONTACT

+61 403 649 584  
dkworks@gmail.com  
davekhuu.com  
linkedin.com/in/davekhuu

## WORK RIGHTS

Australian citizenship

## ABOUT

A seasoned IT professional with over 15 years of experience in digital, seeking to impact and transform 'as-is' organisations into 'to-be' industry leaders by creating resonating digital experiences that build and foster enduring relationships with customers.

## WORK EXPERIENCE

### SENIOR PRODUCT DESIGNER — AGL (contract)

July 2025 — Present

Led UX discovery, optimisation and testing across all unauthenticated customer journeys, improving acquisition performance across Energy, Mobile, NBN and Movers product streams.

Played a key role in a design sprint to optimise the AGL homepage, improving wayfinding and reducing bounce rate through personalised journeys for new and existing customers, and streamlining pathways to Energy Compare and Mobile/NBN.

Collaborated with Marketing to translate BTL campaign strategy into digital experiences that drove higher conversion and supported commercial targets.

Used data, analytics and customer behaviour insights to identify friction points and guide UX enhancements, contributing to revenue uplift across key funnels.

Worked closely within the Consumer Growth Acquisition squad alongside POs, BAs, developers and analytics to shape roadmaps, prioritise work and deliver customer-centred improvements.

Contributed to the design team's culture by supporting other designers, facilitating critiques and sharing learnings from experimentation and optimisation work.

## **SENIOR UX DESIGNER — RACV**

Feb 2022 — Jun 2025

Spearheaded the design, discovery, and research for the rebuild of the Trades online portal, enabling customers to submit a job, request a tradie, obtain quotes, and make deposits, with seamless integration into Salesforce and MSD (CRM) used by tradies for job management.

Directed UX research, testing, and design for the high-profile add-ons project, allowing customers to add emergency roadside assist to motor insurance quotes. Collaborated with multiple teams across various disciplines, garnering visibility from all EGMs and achieving substantial ROI.

Led UX for two BAU squads, using a prioritisation model to assess feasibility, viability and desirability across all UX initiatives. Developed roadmaps and facilitated workshops to maximise customer value, working closely with developers, BAs and POs to balance optimal CX with business needs.

Managed, mentored and coached junior and mid-level designers, as well as two Springboard program employees who have since transitioned into permanent digital design roles.

Fostered a growth mindset and a culture of continuous improvement, encouraging experimentation and learning within the design team.

### **Achievements**

Achieved a 16.8% cross-sell rate increase post go-live of add-ons in MI quote retrieval, boosting digital performance by 29.5% over budget and 33.7% year-over-year, marking a notable company success.

## **SENIOR PRODUCT DESIGNER — DULUXGROUP**

Feb 2020 — Feb 2022

Led design efforts on multiple projects, collaborating closely with developers, Product Owners (POs), and clients within weekly sprint cycles.

Conceptualised future-facing user experiences, crafted visual designs, and established a new design system for Cabot's, Lincoln Sentry, Intergrain, British Paints, and Avista.

Mentored and coached a team of 4 UX and UI designers across various projects, fostering growth and enhancing the CX team's capabilities within the DG Technology space.

Contributed as a key member of a scrum team that successfully pitched, designed, and developed the UX strategy for the Lincoln Sentry e-commerce site, a \$2 million project.

Conducted weekly WIP and pitch presentations with clients.

Implemented collaborative strategies to enhance working relationships and business efficiency with our offshore development team.

## **Achievements**

Led the UX uplift of Cabot's website and developed an online step-by-step color guide, resulting in a 32% increase in total revenue for the 20/21 fiscal year.

## **DIGITAL UX/UI LEAD — RED ENERGY / LUMO ENERGY**

Nov 2012 — Nov 2019

Led the UX/UI design for Lumo Energy's My Account website, empowering over 1 million customers to track household energy consumption and time of use, solidifying Lumo's position as Australia's 4th largest energy retailer.

Spearheaded the UX design team on the development of a retail intranet platform used by over 1200 staff across 3 brands.

Facilitated project discovery through workshops, design research, and analysis, enhancing communication between teams and ensuring project alignment.

Represented UX within cross-functional teams, communicating design rationale and recommending best practices to ensure holistic and consistent design solutions.

## **Achievements**

Introduced the User-Centered Design Process to Lumo Energy through a live agile product, which has since been embraced and integrated into the company's ethos and standard practice across all projects.

Assembled a team of creatives to oversee digital and branding design initiatives, saving Lumo Energy \$800k in resources and agency expenses.

## **FOUNDER & CREATIVE DIRECTOR — KATG (KHUU AND THE GANG)**

Mar 2013 — May 2019

Managed a team of creative specialists across the Asia Pacific region, overseeing their activities while also leading regular design reviews and exercises with the design team.

Facilitated workshops and collaborated closely with clients to identify needs and challenges, leading to the development of win-win solutions.

Managed project timelines and tracked milestones from inception through to completion.

Oversaw the redesign of Health Metric's CRM system — the largest IT company Australia's health industry.

Developed a strategy for designing and implementing Australia's inaugural online auction for Harcourts, ensuring its successful launch.

Crafted branding and marketing strategies for a nationally aired hunting and outdoor TV adventure series on Channel 7mate.

Built a robust customer base of new and existing clients by prioritising customer satisfaction and delivering high-quality work.

Cultivated and maintained relationships with key clients, vendors, and community partners to foster collaboration and drive success.

### **WEB CONTENT MANAGER — DEPT OF EDUCATION & TRAINING**

Oct 2010 — Jul 2012

Project managed the migration of all Offices and Group/Division intranet sites from SharePoint 2007 to 2010 SharePoint portal.

Collaborated with external suppliers and software developers to analyse business needs and project requirements, effectively communicating project goals, progress, issues, and successes to stakeholders and managers.

Implemented Information Architecture (IA) for all Office and Division Intranet sites, creating content hierarchies to enhance user engagement and customer journey.

Continuously reviewed and optimised internal online services to improve UX and CX, maximising applications and product/service uptake.

Fostered strong relationships within the design and development team, supporting idea generation and ensuring project delivery within deadlines.

Developed and maintained intranet team sites for various education divisions, providing technical support and innovative business solutions.

### **Achievements**

Awarded the Clients Service Award and the Outside the Box Award for outstanding client relations, support, and innovative problem-solving.

## PROFESSIONAL ASSOCIATIONS

### MENTOR — ACADEMY XI

Jun 2022 – Sep 2023

As a lead mentor at Academy Xi, I provided comprehensive guidance and mentorship to students throughout their UX/UI curriculum. This included supporting them during their learning journey, reviewing and offering feedback on their client case study projects, and sharing valuable industry insights and tips to foster their skill development and career readiness.

#### Achievements

Facilitated networking opportunities through my personal network and helped all mentees secure jobs within the first 6 weeks after graduation.

### DESIGN LEADERSHIP FORUM MEMBER — INVISION

Jun 2022 – Present

Part of a global community dedicated to advancing the practice of design leadership where the world's best can learn from one another. The Forum focuses on inclusivity and relevance, helping leaders overcome the challenges of managing design teams.

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## EDUCATION

### DOUBLE BACHELOR'S DEGREE — BUSINESS & ARTS

Electronic Commerce (B.Bus) and Multimedia (B.A)

Victoria University

Grade: Distinction

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## REFERENCES

Available upon request