

PRODUCT DESIGN
PORTFOLIO

Zach Davis

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INTRODUCTION



Zach Davis

I'm a product designer and strategist with 8+ years of experience helping organisations solve complex problems through thoughtful design. I've worked across consulting, public sector, and startup environments, with a focus on service design, product strategy, and user experience.

My background in both design and technology allows me to move fluidly between research, prototyping, and delivery — from shaping ideas at the whiteboard to collaborating closely with engineers. I'm passionate about inclusive design, cross-functional collaboration, and making things that matter.

Outside of work, I'm a woodworker, diver, and occasional sourdough enthusiast. I think of design as a form of craft — whether it's shaping a piece of timber or simplifying a user flow, I care deeply about how things are made and how they feel to use. Travel, photography, and food are constant sources of inspiration, and I'm always looking for ways to combine creativity with curiosity.

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RESUME

Abstract

Education

- Bachelor of Science in Computer Science**
The University of Auckland, Auckland, New Zealand
- Bachelor of Arts in Graphic Design**
Auckland University of Technology, Auckland, New Zealand

Certificates

- Business Innovation,**
DEO-U (Remote), Berlin, Germany, October 2024
- German Language Certificate (A1),**
Goethe-Institut, Berlin, Germany, June 2024
- Leadership Skills Development Program**
iOpener Institute, London, United Kingdom, March 2024
- Human-Centred Strategy**
IDEO-U (Remote), Berlin, Germany, February 2024

Training

- Front-end Development Course**
General Assembly, Sydney, Australia, January 2018
- ThoughtWorks University Graduate Program**
Thoughtworks, Pune, India, June 2016

Work experience

- Lead Product Designer**
Thoughtworks, Berlin, Germany
December 2023 – Present
- Senior Product Designer**
Thoughtworks, Melbourne, Australia
December 2019 – December 2023
- Experience Designer**
Thoughtworks, Sydney, Australia
April 2017 – December 2019
- Graduate Experience Designer**
Thoughtworks, Sydney, Australia
April 2016 – April 2017

Areas of expertise

- UX/UI Design
- Human-Centred Strategy
- Interaction Design
- Prototyping & Wireframing
- User Research
- Innovation & Ideation
- Design Systems
- Agile Collaboration
- Stakeholder Engagement
- Analytical & Systems Thinking

Technical Skills

- Design Software**
Figma (Advanced), Sketch (Advanced), Adobe Creative Cloud (Photoshop, Illustrator, XD), InVision, Zeplin, Axure RP, Proto.io, Framer, Principle, Balsamiq
- Research Tools**
Lookback, Dovetail, Maze, Hotjar
- Collaboration & Ideation:**
Miro, Mural, Zoom, FigJam
- Industry Concepts & Methodologies:**
 - Sales
 - Business Innovation
 - Product Strategy
 - Product Management
 - Business Analysis
 - Product Ownership
 - Stakeholder Management
 - Organisational Change Management
 - Project Management
 - Design Thinking
 - Market Research
 - Conflict Resolution
 - Visual Design
 - Interaction Design
 - Accessibility
 - Agile (Scrum, Kanban)

MEDICARE

Reimagining Medicare: Designing a Scalable, Inclusive Experience for Millions of Australians

Overview

Redesigned the Medicare digital experience to be clearer, fairer, and more inclusive. The work established a new internal benchmark for accessible government design — setting the foundation for scalable, user-centred services across the agency.

My Role

I was the Product Designer embedded in a cross-functional team inside the Department of Health and Aged Care. I collaborated daily with content strategists, accessibility experts, engineers, and fellow designers to reimagine the Medicare experience.

I led the visual redesign, helped shape the product’s new design language, and co-created a reusable, WCAG-compliant component library — the foundation of the platform’s design system.

The Challenge

The existing platform was fragmented and inaccessible. Key services were difficult to navigate, language support was minimal, and users often couldn’t determine what they were eligible for or how to access support.

Public trust was low. We needed to make the platform more usable, inclusive, and modern.

What I Did

- Designed accessible interfaces for complex eligibility and support journeys
- Developed a modular design system with reusable, WCAG-compliant components
- Collaborated with engineers to ensure performance across devices and assistive tech
- Co-created with content and accessibility teams to ensure clarity and equity
- Helped reposition Medicare as a model for inclusive government services

The Outcome

- Delivered a WCAG-compliant, modular design system ready for implementation
- Designed inclusive interfaces released in 12 languages
- Work became an internal model for future government services
- Positioned as a reference point for accessible public digital design

Personal Note

This project reminded me that great design is sometimes just the first step. While politics slowed its release, the work itself — and the inclusive, collaborative way it was created — remains some of the best I’ve done. It shaped how I think about design at scale, and how to work with complex institutions toward long-term change.

Location

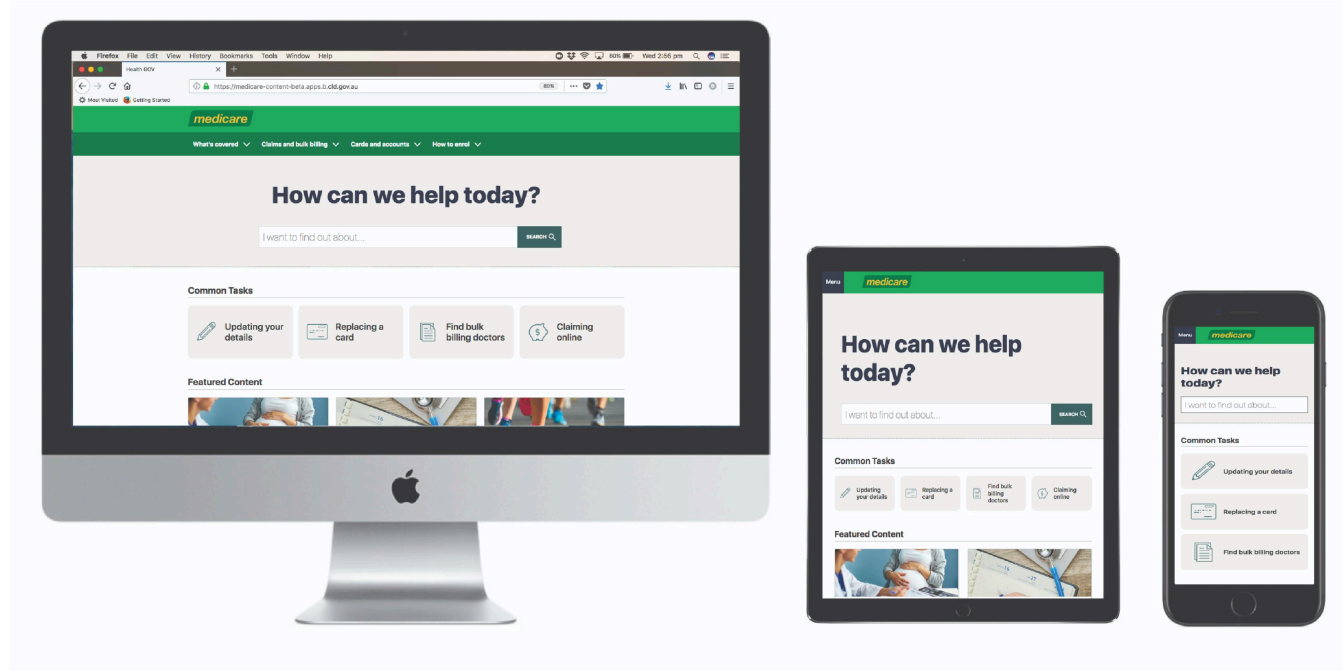
Sydney, Australia | Remote

Process & Methods

- Accessible Interface Design
- Design System Architecture
- Cross-functional Collaboration
- Inclusive Design
- Government Digital Transformation
- Strategic UI Redesign

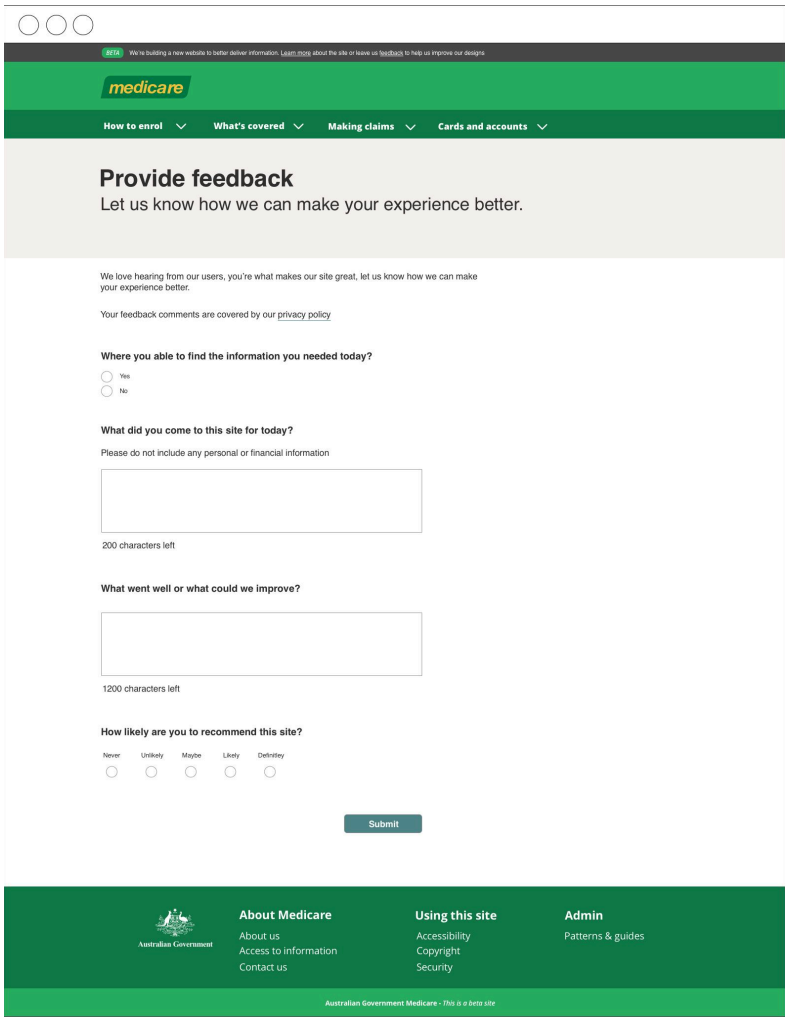


Co-designing content with content team during a design sprint
Facilitated a collaborative session to align on language, flow, and structure before prototyping.

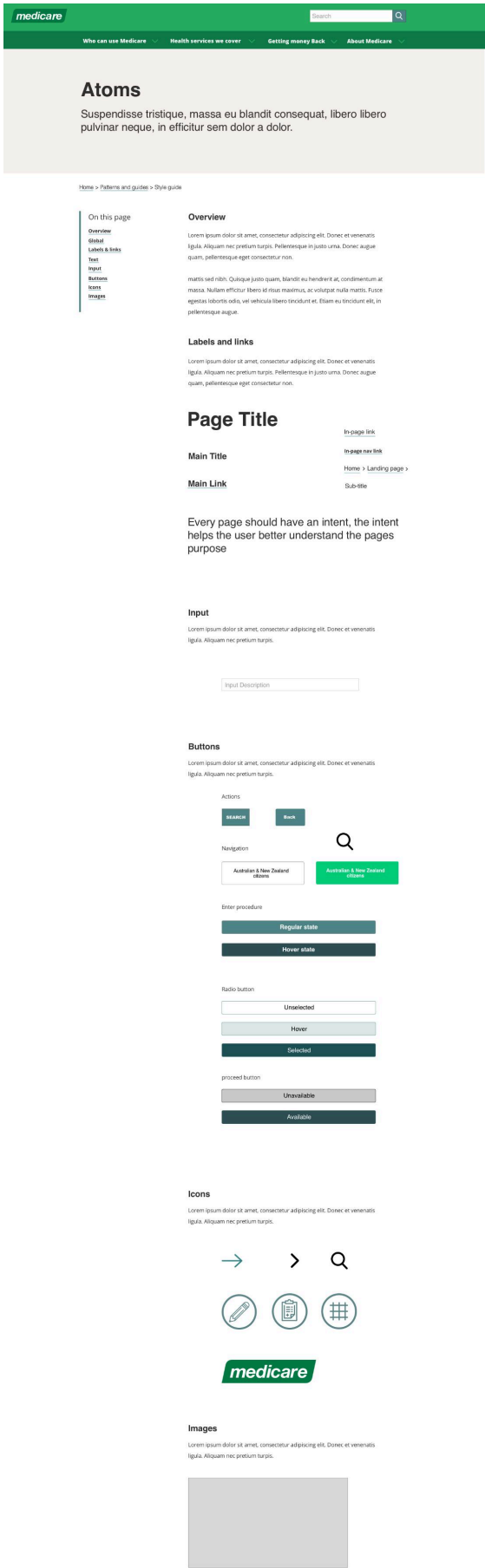
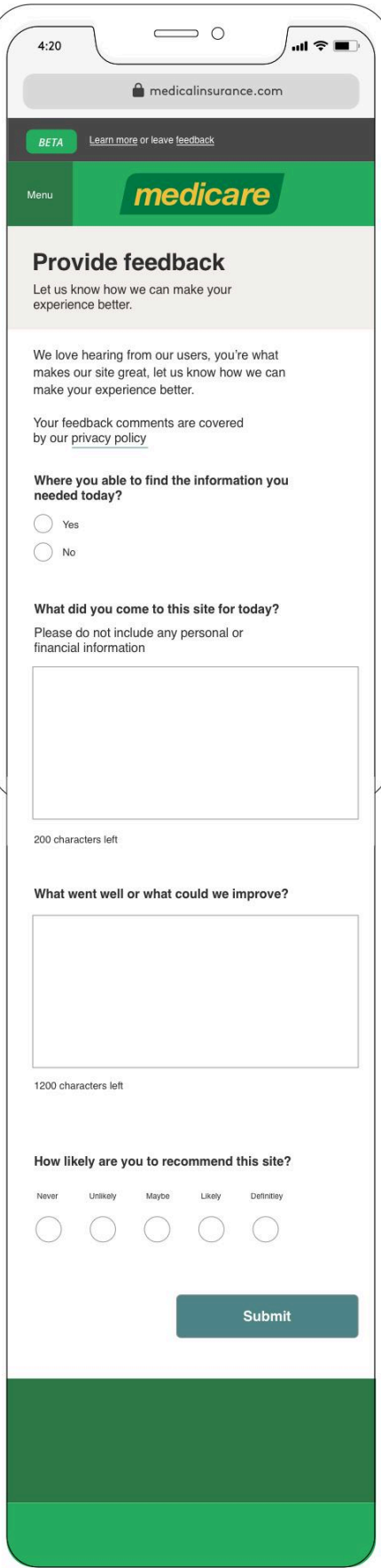


MEDICARE

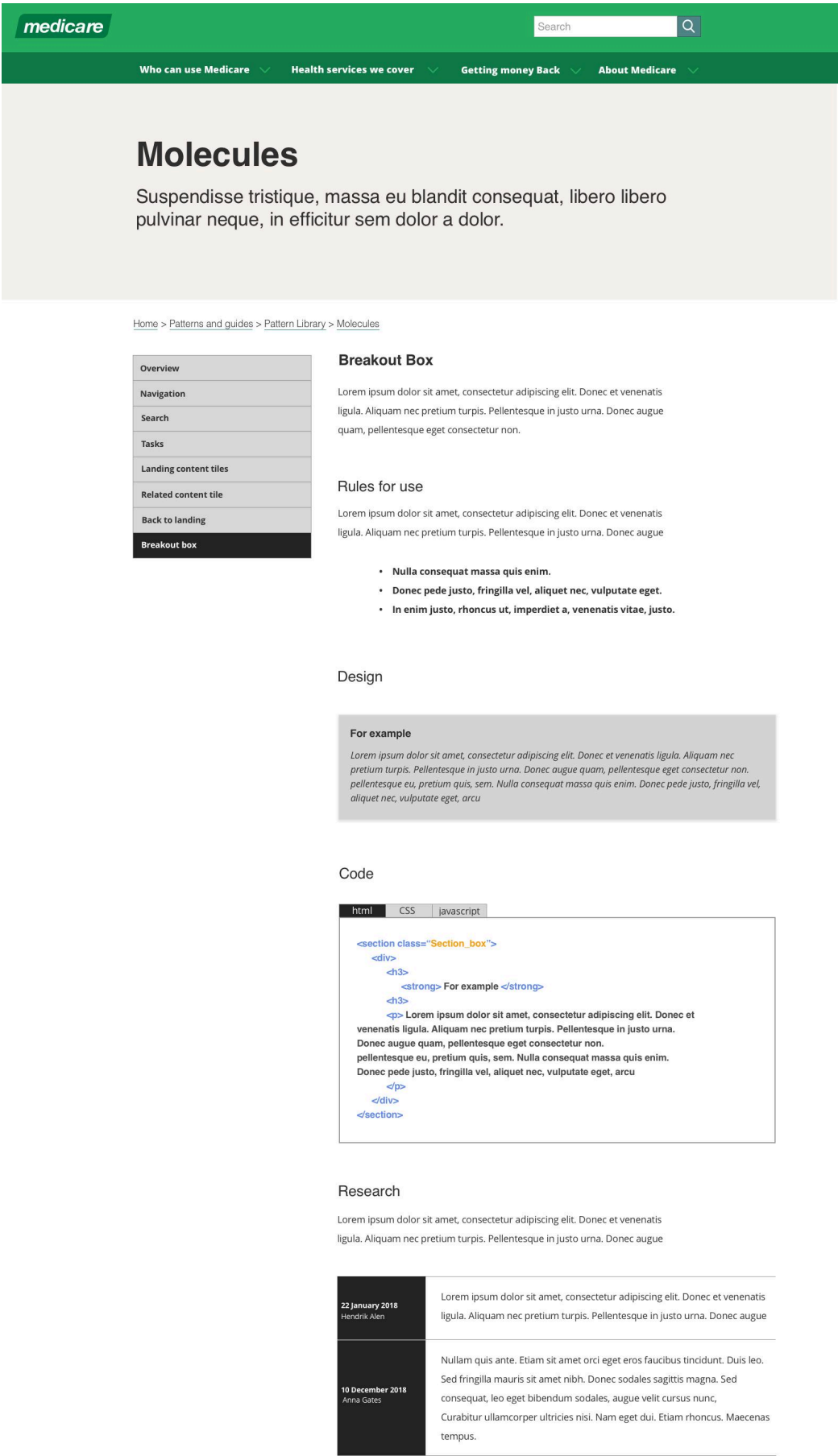
Reimagining Medicare: Designing a Scalable, Inclusive Experience for Millions of Australians



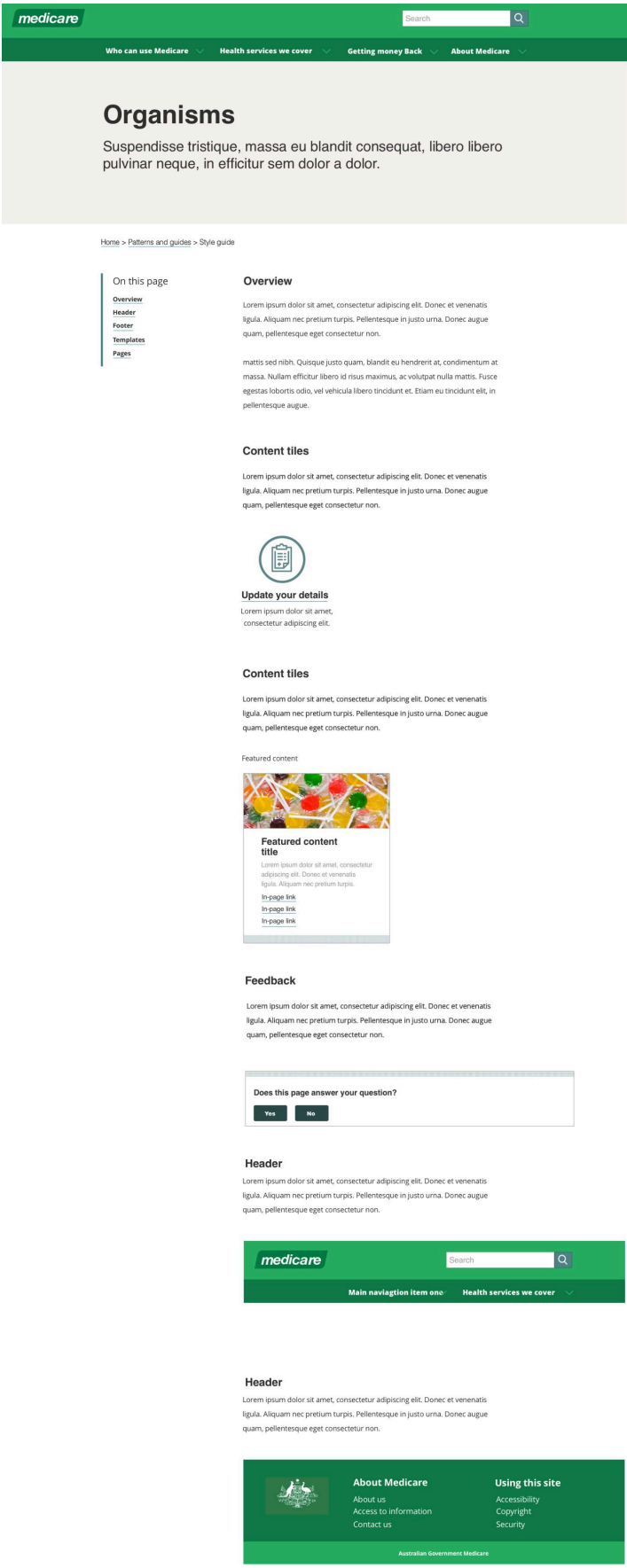
Design System in Action
A live example of atomic elements powering a responsive, accessible feedback form used across the Medicare platform.



Atomic Elements in Practice
Building the foundational UI — buttons, inputs, typography, and icons designed for maximum accessibility and modularity.



Reusable Patterns with Purpose
Mid-level design elements combining structure and logic — molecules included visual styles, code snippets, and research-backed usage notes.



High-Level Components at Scale
Organisms demonstrating full content modules — blending design, logic, and layout for production-ready patterns.

ITP RENEWABLES

Visualising Australia's Renewable Energy Future openCEM: Australia's first open-source grid simulation tool

Overview

Designed and delivered an MVP to visualise Australia’s renewable energy transition — helping policymakers and investors explore the economic and environmental potential of a zero-carbon grid.

My Role

I was both Experience Designer and Product Manager on this project. I initiated the work, secured stakeholder buy-in, and led the team from discovery through to delivery.

Working closely with data scientists, engineers, and developers, I facilitated workshops, ran interviews, developed the product strategy, and designed the interface — all while keeping the team aligned and focused.

The Challenge

ITP Renewables had built a powerful simulation model — but it only existed as a script, inaccessible to non-technical users.

We needed to create a fast, lightweight MVP that could turn complex modelling into clear, persuasive insights for policymakers and investors — with a single stakeholder and minimal overhead.

What I Did

- Conducted interviews and competitive analysis to understand user needs and product potential
- Facilitated a lean inception to define the product’s value proposition and success criteria
- Developed a prioritised backlog and roadmap using Agile practices
- Led the UX and UI design using Sketch and InVision to prototype future-state concepts
- Worked closely with the team to implement a responsive, interactive data visualisation tool

The Outcome

- Won Technology Platform Solution of the Year at the iAwards
- Became Australia’s first open-source tool for renewable grid modelling
- Attracted stakeholder interest and positioned ITP for future funding
- Informed national energy planning decisions impacting 89% of the population

Personal Note

This project was fast, focused, and incredibly rewarding. I had the chance to work closely with a passionate client and small agile team to bring an important idea to life. It was meaningful, mission-driven work — and one of the most satisfying deliveries of my career.

Location

Melbourne, Australia | Remote

Article

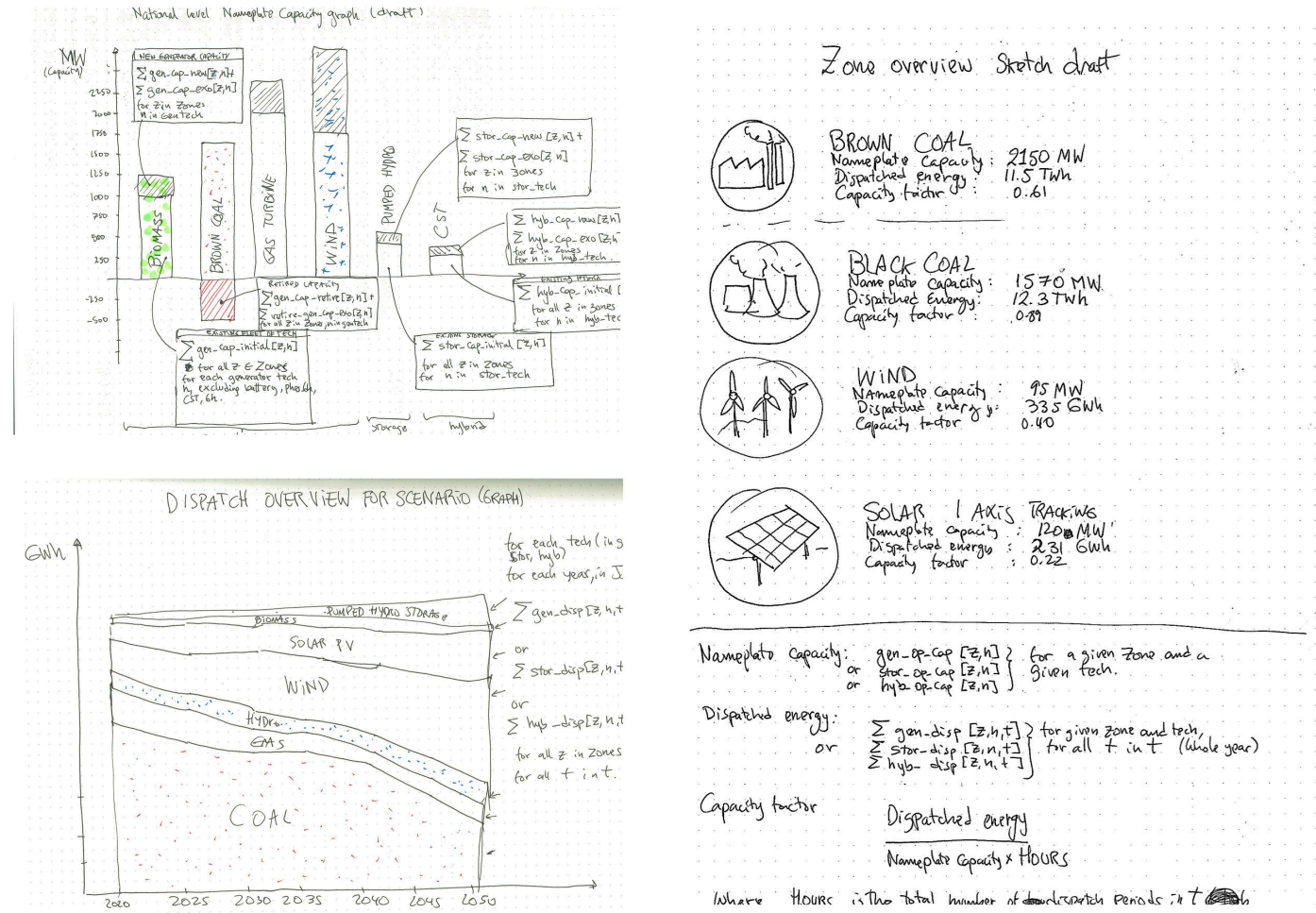
[Thoughtworks and ITP Renewables Awarded NSW State iAward for OpenCEM innovation](#)

Process & Methods

- Product Strategy & Roadmapping
- Agile Delivery
- Data Visualisation Design
- Stakeholder Alignment
- Lean Inception Facilitation
- UX/UI Design for MVPs



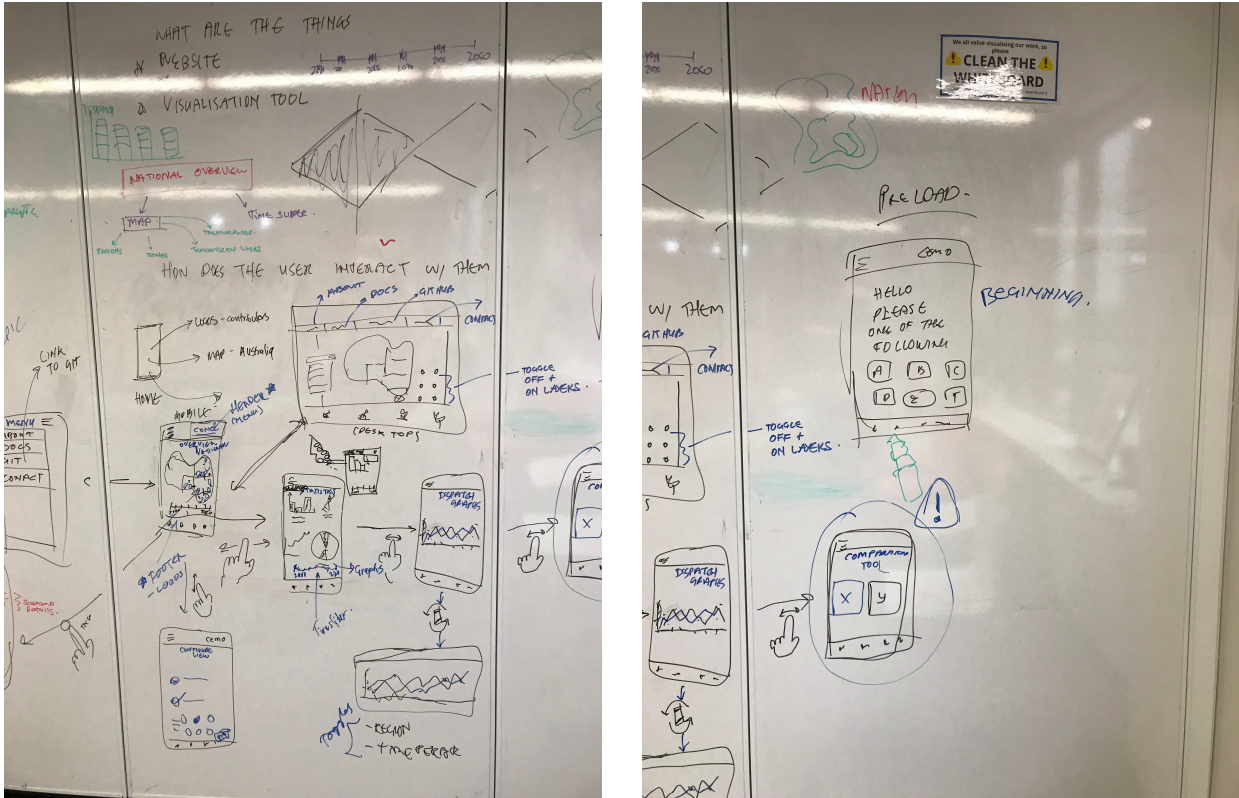
Celebrating our win at the iAwards with Carlos and the ITP team
“Technology Platform Solution of the Year” – NSW State Award



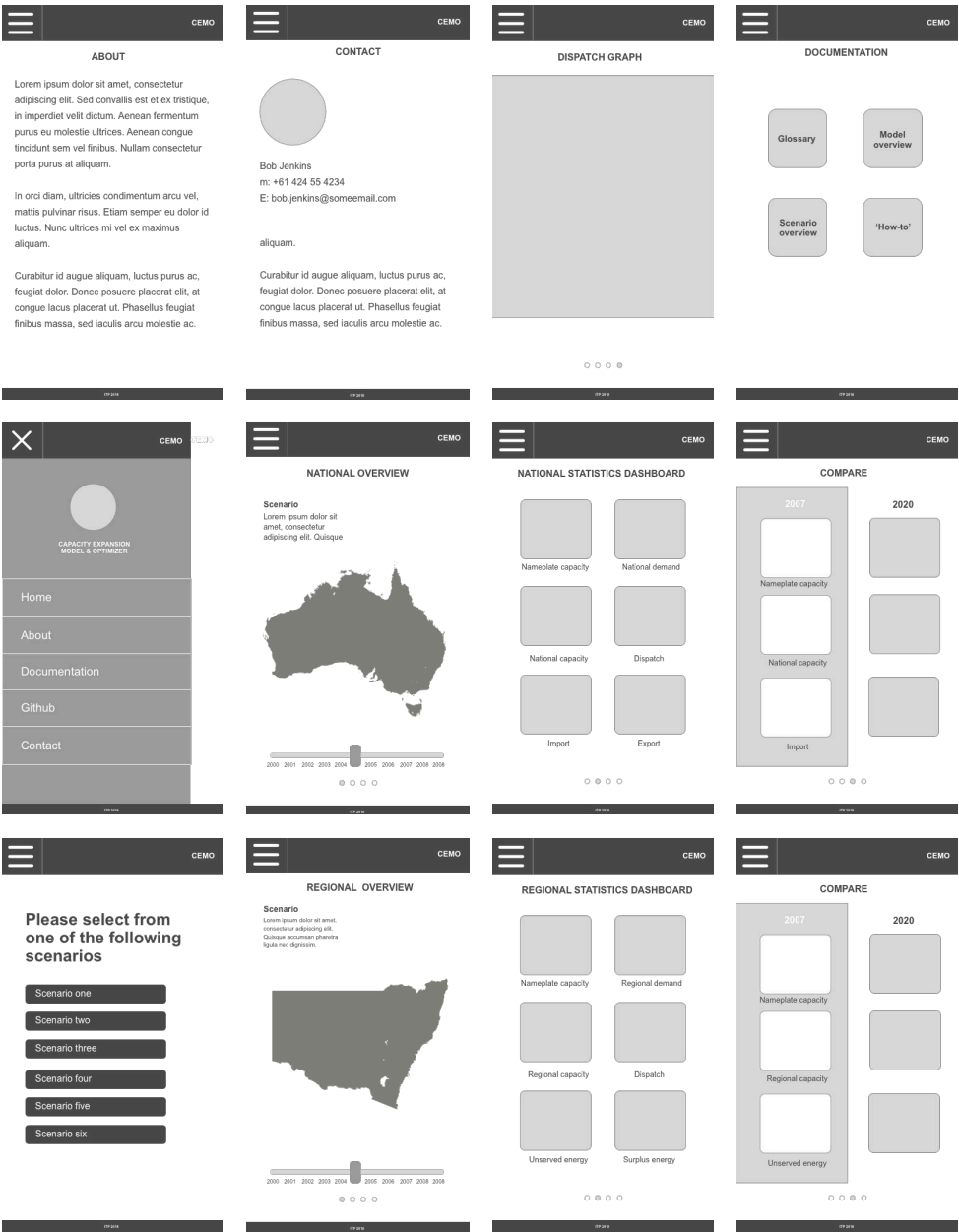
Visualising model logic: sketches from early client workshops

ITP RENEWABLES

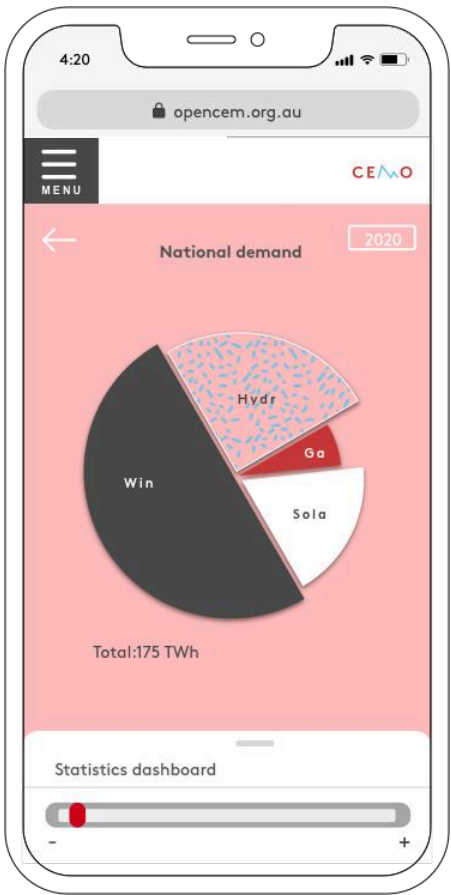
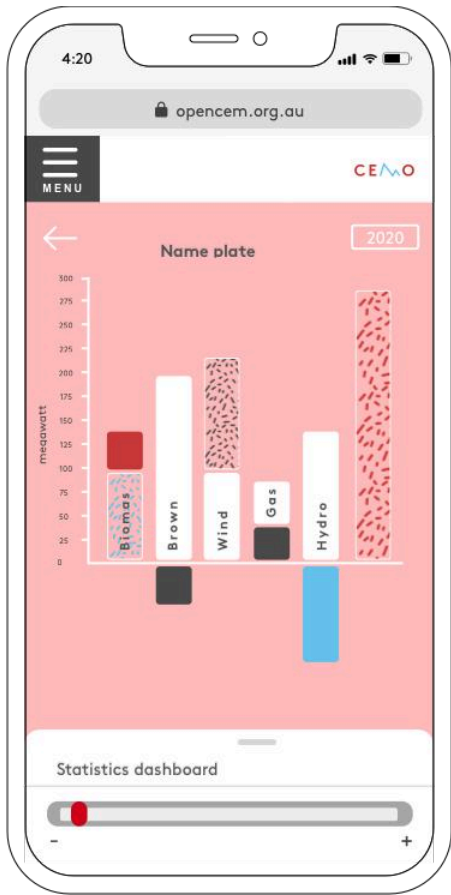
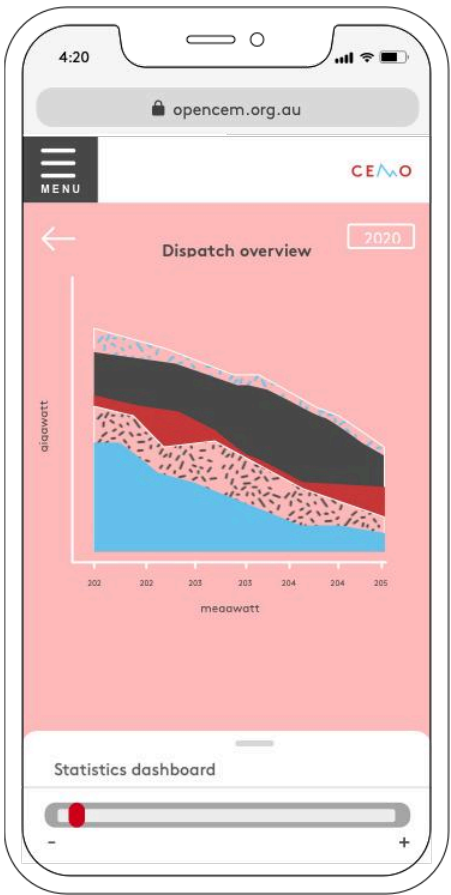
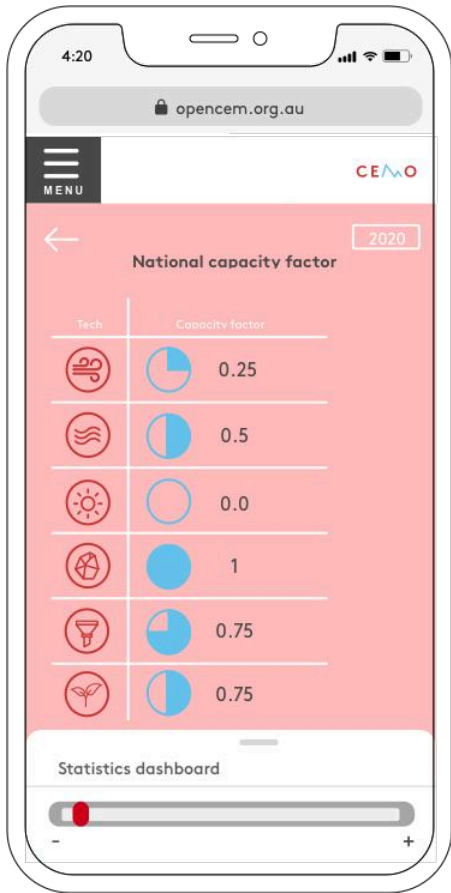
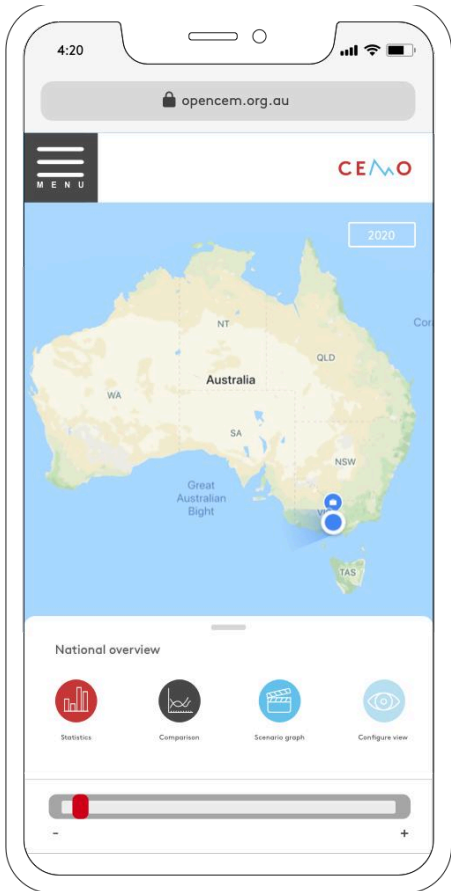
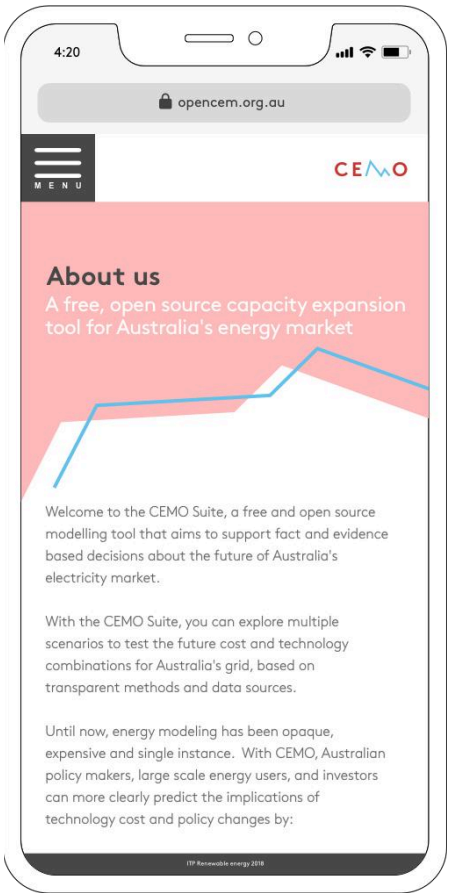
Visualising Australia's Renewable Energy Future openCEM: Australia's first open-source grid simulation tool



Early app flow ideation: collaborative sketching with client to define key screens and interactions



Initial wireframes: defining navigation, layout, and data visualisation structure



High-fidelity mockups: visualising the experience and aligning on final content before handoff
Developed under a tight timeline, these were the last design artefacts before implementation began.

MERCEDES BENZ

VerSO (Vertical Sales Operations) Streamlining Global Sales Operations Through Scalable Design

Overview

Outdated sales systems led to fragmentation, inefficiencies, and unreliable data across international markets. We were tasked with restoring clarity, improving usability, and designing a scalable global solution.

My Role

As a Senior Product Designer, I partnered with product owners, engineers, and market stakeholders to understand needs, map workflows, and co-create a scalable internal platform. I led international research efforts and design workshops, aligning regional variation with global goals.

The Challenge

Legacy sales systems were inconsistent across markets. Local teams filled gaps with their own tools and workarounds, making it nearly impossible to track data or govern operations. Replacing features wasn't enough — we had to evaluate business processes, negotiate change, and align divergent workflows.



Embedded Collaboration
Working alongside engineers and product stakeholders during international discovery.

What I Did

- Mapped fragmented workflows, roles, and dependencies
- Identified pain points via interviews and contextual inquiry
- Designed and tested iterative solutions with pilot markets
- Defined modular strategy and scalable component model

The Outcome

- Replaced manual processes with automated systems
- Improved efficiency in key pilot markets
- Created foundation for scaling across global markets
- Enabled better forecasting through unified data flows

Personal Note

This project helped me see the power of structured process evaluation. It taught me how to deliver at scale while staying grounded in user needs — and how to design systems that support both consistency and adaptability.

Location

Stuttgart, Germany | Remote

Process & Methods

Process Mapping

Contextual Inquiry

Design Research

Workflow Optimisation

Scalable Design System

Stakeholder Alignment

Organisational Change

SHARE NOW

Mitigating Risk in a High-Stakes Service Merger

Design-led discovery and strategy to reshape a shareholder-mandated rollout

Overview

Helping Share Now navigate a high-stakes service merger — balancing shareholder pressure with product integrity to ensure a responsible rollout.

My Role

As a Senior Product Designer, I led a full-cycle evaluation — from early discovery to design delivery. Partnering with the Head of Product & Design, I assessed risk, ran workshops, and helped steer a major investment decision.

The Challenge

Integrating Mercedes-Benz Rent risked diluting Share Now’s brand clarity and user experience. We needed to understand the implications of merging two different service models, surface risks, and recommend a path forward — all under close executive scrutiny.

What I Did

- Led a discovery initiative across both services, using service blueprinting, journey mapping, and risk assessment
- Conducted user research to identify audience overlaps and gaps
- Facilitated prototyping and testing to explore experience integration opportunities
- Synthesised findings into a clear, actionable investment recommendation
- Created a repeatable evaluation framework that would later influence other teams and decisions across the company

The Outcome

- Secured a one-month pilot in place of a rushed full integration — enabling a test-and-learn phase
- Identified experience risks that could have undermined conversion and brand clarity
- Enabled data-driven decision-making under high stakeholder pressure
- Shifted the approach from assumption-led to evidence-led
- Evaluation approach was later reused by other teams for complex product decisions

Personal Note

This project was a turning point in my confidence as a strategic thinker. Presenting to executive leadership, influencing product direction, and being asked to shape methods for others was both validating and eye-opening. It showed me that I was ready to lead — not just deliver.

Location

Berlin, Germany | Remote

Article

Delivering speed and innovation for customer experience

Process & Methods

Service Blueprinting

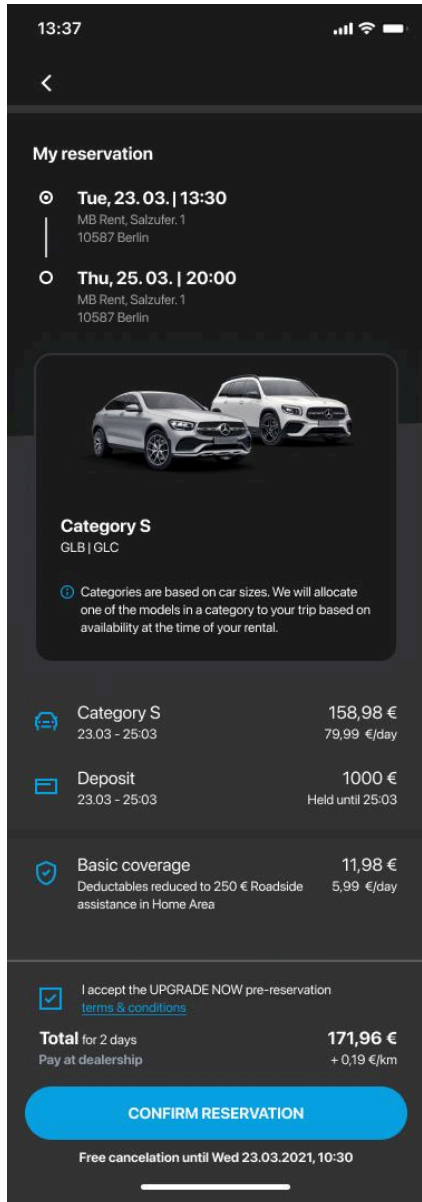
Risk Assessment

Product Strategy

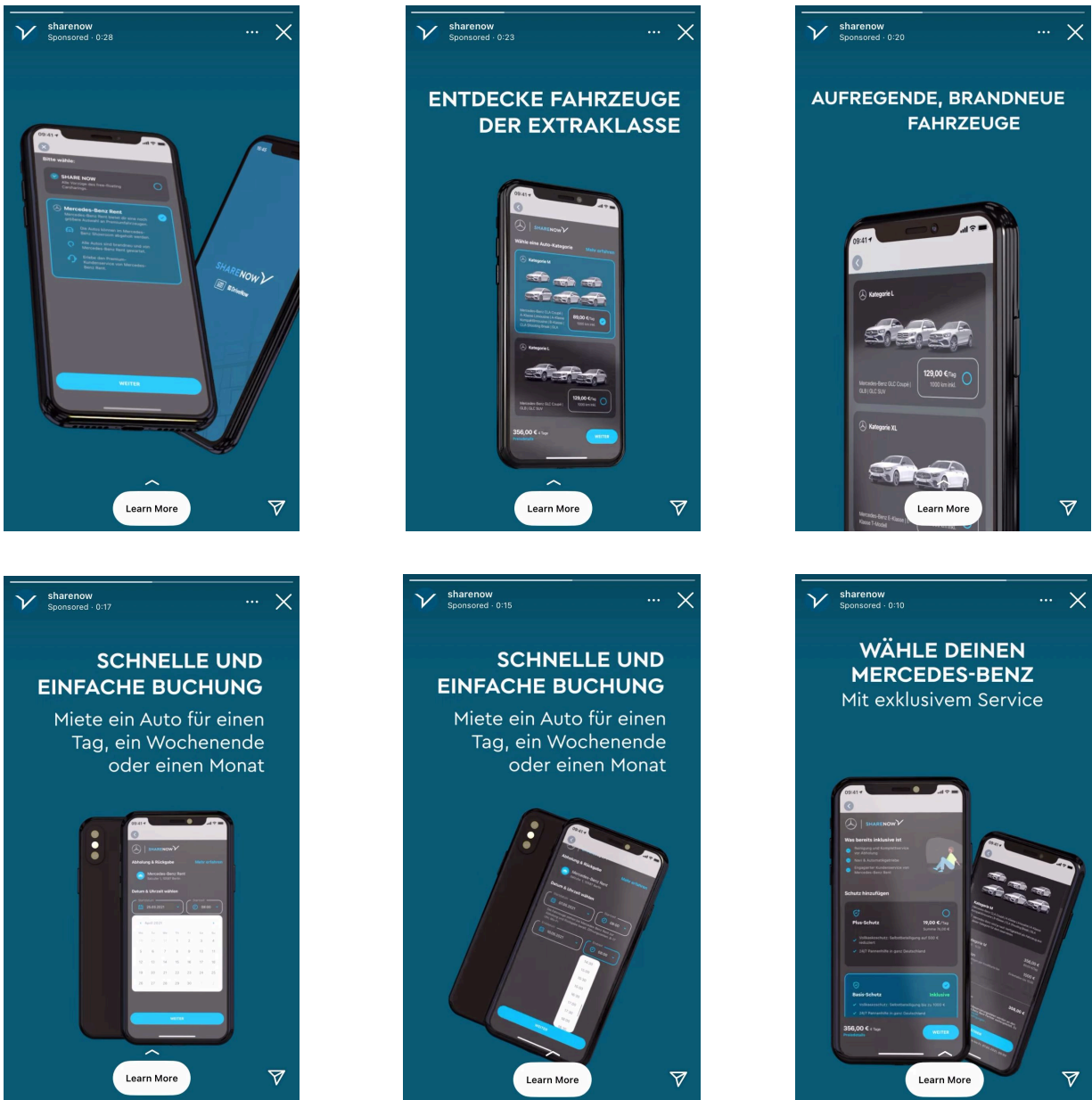
Executive Stakeholder Engagement

Prototyping & Testing

Evaluation Framework Design



Booking Summary Screen
The final step in the booking flow — reviewed and approved for production.



From Product to Promotion
Final booking screen and selected marketing assets featuring integrated product design.

LEAVE NO ONE BEHIND

Connecting Displaced Ukrainians with Urgent Support, Designing a volunteer matching platform in under 6 weeks

Overview

Designed a volunteer matching platform to connect displaced Ukrainians with fast, targeted support — based on language, location, and need.

My Role

As Lead Product Designer, I led discovery, user research, and stakeholder alignment — shaping the strategy, backlog, and interface under extreme time pressure.

I worked closely with a UX researcher, infrastructure consultant, and several engineers to bring the platform to life in under six weeks.

The Challenge

Leave No One Behind had a growing database of over 11,000 volunteers and 100+ aid organisations — but no efficient way to match people. Existing tools required manually combing through spreadsheets to find compatible support.

At the peak of the refugee crisis, fewer than two matches were made per week — while thousands arrived by train daily. The system needed to change — and fast.



Facilitating a project retrospective
Reflecting with the team to capture lessons and define next steps.

What I Did

- Ran a design sprint to define the problem and co-create a solution blueprint
- Led rapid research with over 200 volunteers and stakeholders via surveys, testing, and pilot phases
- Designed and iterated on a lightweight volunteer search interface with custom filtering
- Built alignment across a fast-moving, mission-driven team under constantly evolving needs
- Embedded best practices in Agile, lean delivery, and user-centred design to enable speed and sustainability

The outcome

- Successfully matched over 100 refugees to appropriate support in the pilot phase
- Built and tested the MVP in six weeks
- Streamlined the matching process from days to seconds
- Earned public endorsement from LNOB, and the project was featured in a published impact article
- Laid the groundwork for a scalable platform used by over 11,000 volunteers and growing

Personal Note

This was one of the most intense and inspiring projects I’ve ever led. The urgency of the refugee crisis gave our team an extraordinary sense of purpose. Every decision felt real — every day mattered. The energy, commitment, and care from everyone involved made this a career-defining experience.

Location

Berlin, Germany | Remote

Article

[Finding innovative and sustainable solutions in times of war](#)

Process & Methods

- Design Sprint Facilitation
- Agile Delivery in Fast-Moving Teams
- Crisis-Responsive Product Design
- Lean MVP Development
- Volunteer Matching Experience Design
- Rapid User Research

MEMENTO STUDIOS

Overview

Rethinking the Souvenir: Elevating Local Craft Through Contemporary Retail

Memento Studios reimagines souvenirs as locally crafted, design-forward objects that reflect a city’s creative spirit.

The concept was developed through the IDEO–U Designing a Business course and explores how retail can elevate sustainability and storytelling.

My Role

I developed Memento Studios end-to-end — from early user insight and brand development through to experience design, digital prototyping, and business modeling.

This included creating user journeys, mockups of store and web experiences, testing value propositions, and designing a business model focused on equitable partnerships with local artisans.

The Challenge

Across cities like Florence, Rome, and Berlin, I found souvenir shopping dominated by mass-produced trinkets made overseas. I asked:

- What if souvenirs could tell a deeper story?
- What if they showcased local talent, supported local economies, and gave travellers something meaningful to take home — beyond a magnet?

What I did

- Developed a full business blueprint covering product, pricing, logistics, and partnerships
- Created customer profiles, user journeys, and service scenarios
- Designed an early prototype of the Memento Studios website and brand identity
- Conducted lightweight testing and feedback rounds to refine positioning
- Explored retail and seasonal collection models — with rotating artisan collaborations and city-specific curation

The Vision

Memento Studios is more than a store — it’s a creative platform. Each season brings a new brief, interpreted by a fresh cast of local makers. From emerging graduates to seasoned artisans, contributors co-create a collection that reflects their city’s voice and spirit. Each Memento Studios location is unique — a curated, cultural snapshot you can hold in your hands.

Personal Note

This idea grew from my own love of design, craftsmanship, and making. As a woodworker, I’ve always been drawn to the physicality of objects — and as a traveller, I’m always looking for things that feel genuinely connected to the place I’m in. Memento Studios is the bridge between those two instincts.

Location

Berlin, Germany | Remote

Process & Methods

- Business Model Design
- Service Design
- Brand & Experience Strategy
- Design-led Entrepreneurship
- Speculative Prototyping
- Cultural Curation



Visualising the brand experience
A concept storefront to express tone and intent



Promotional poster developed as part of the IDEO–U Designing a Business course

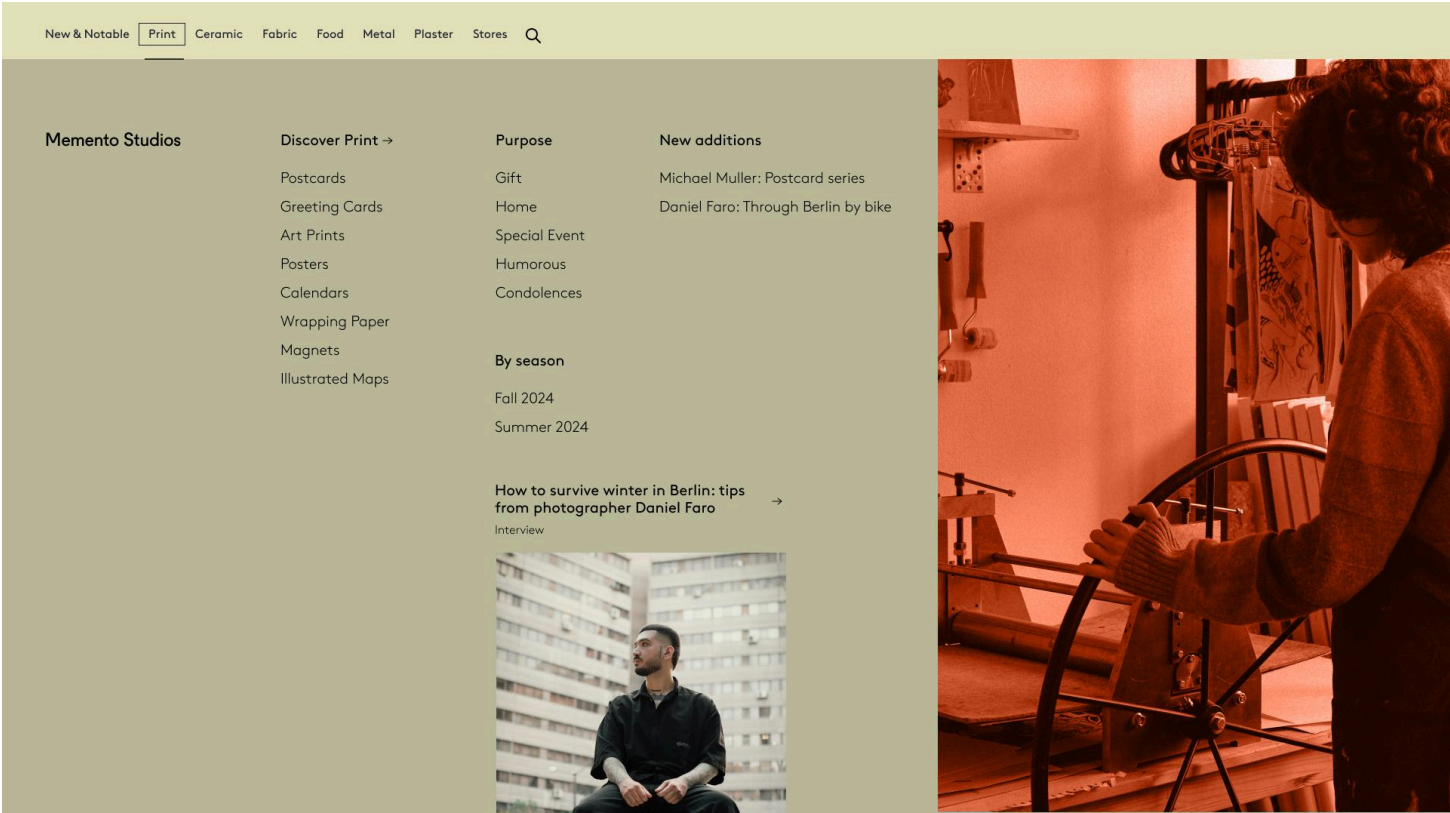
MEMENTO STUDIOS

Rethinking the Souvenir: Elevating Local Craft Through Contemporary Retail

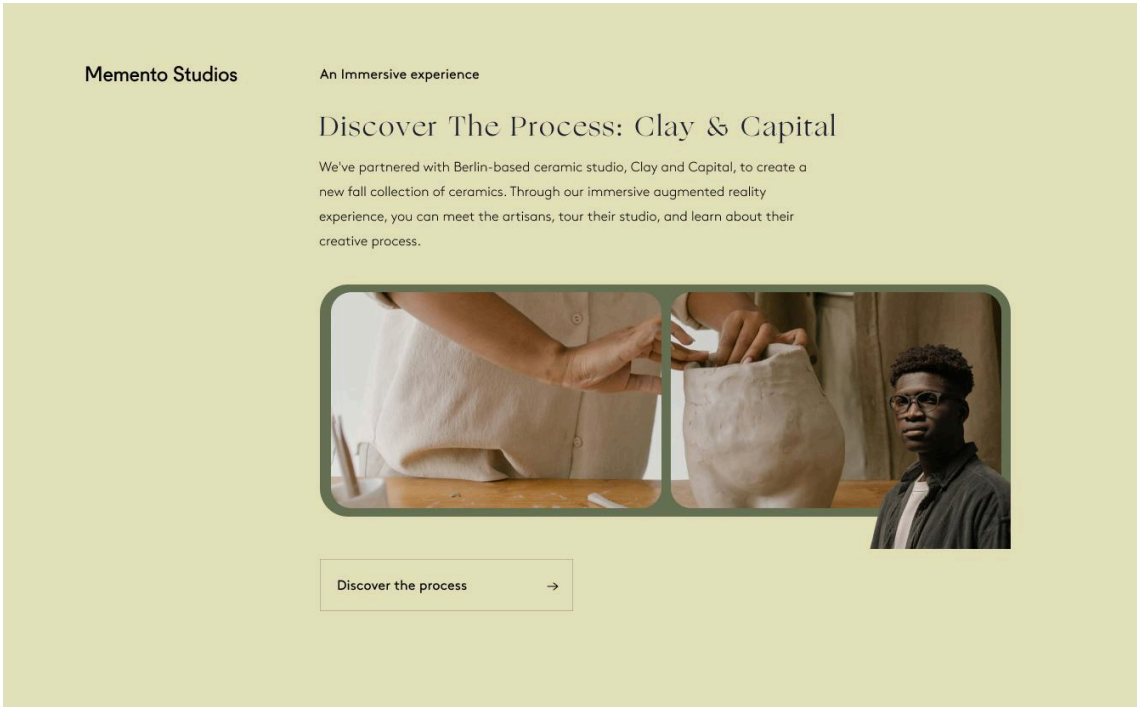
Memento Studios: Business Blueprint v.2

Memento Studios offers a curated selection of premium, sustainable, and locally designed souvenirs that provide visitors with a unique shopping experience and a fresh perspective on Berlin.

CUSTOMERS		
<ul style="list-style-type: none">• Target Audience: Affluent, design-conscious travelers aged 20-45.• Profile: Individuals who appreciate stylish, high-quality souvenirs that reflect their interest in the arts and offer a fresh perspective on their travel destination.• Customer Needs: Seek a quick, reliable shopping experience with minimal disruption to their travel plans.• Budget Range: Typically between €5 - €350.		
OFFER	REVENUE MODEL & PRICE	CHANNELS
<ul style="list-style-type: none">• Product Range: A curated collection of premium, sustainable souvenirs, locally designed and crafted in collaboration with Berlin's artisans.• Experience: A seamless shopping journey that makes capturing and sharing travel memories both meaningful and effortless.	<ul style="list-style-type: none">• Direct sales revenue shared with artisans.• Commission on referrals to artisans.• Revenue from advertising space in stores and on the website for local events and businesses.• Partnerships with tourism companies, tour groups, and local attractions.	<ul style="list-style-type: none">• Website and physical store in Berlin.• Expansion plans to other major European cities and eventually to smaller towns and villages.
VALUE PROPOSITION	COSTS	PARTNERS
<ul style="list-style-type: none">• High-quality, locally crafted products that add character to homes and make meaningful gifts.• Transparency into the production process of souvenirs.• Convenient shipping and postal services available in-store and online.• An easy way for customers to take home a unique perspective of Berlin.	Initial Investment: Approximately €40,000, covering: <ul style="list-style-type: none">• Branding• Website development• Store setup• Product development• Marketing• Payroll	<ul style="list-style-type: none">• Local artisans for product development.• Tourism and cultural businesses to enhance customer reach.
TEAMS & RESOURCES		
<ul style="list-style-type: none">• Digital marketing and website development.• Merchandising and sales management.• Design, accounting, and operational capabilities.• Legal expertise for handling partnerships.		

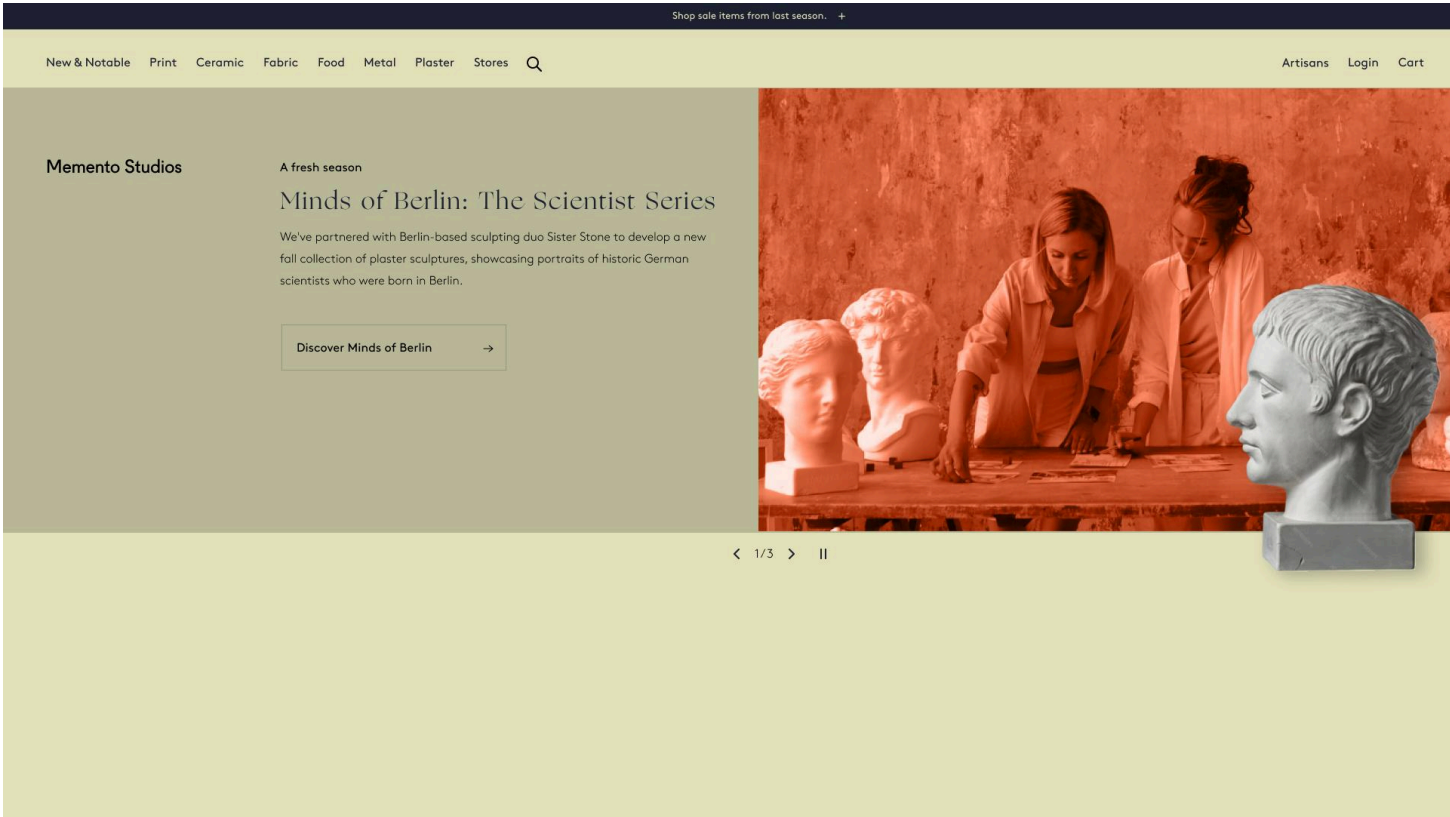


Main Menu Prototype
Early navigation concept exploring product categories and filters.

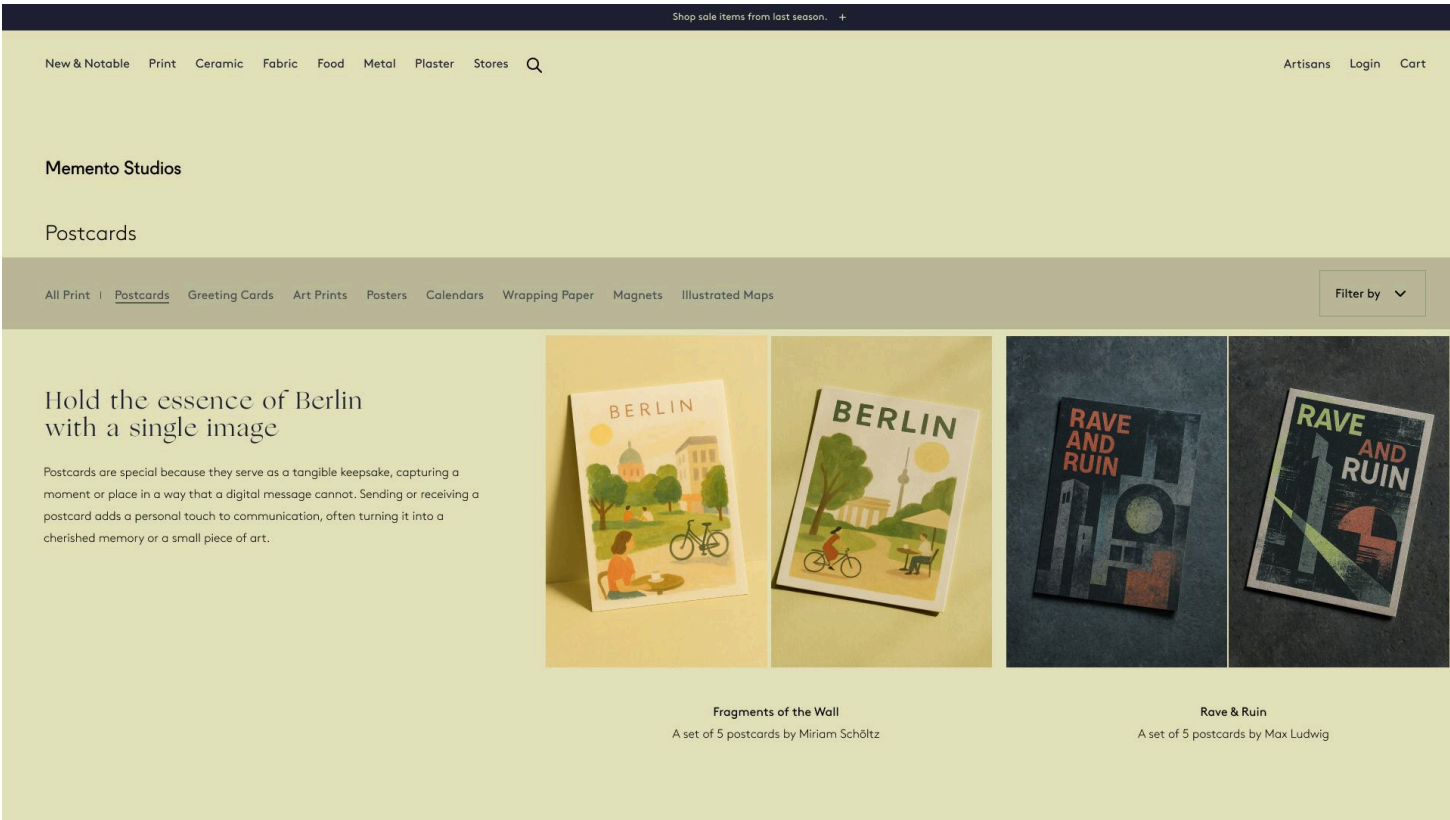


Immersive Artisan Experience
Virtual reality concept showcasing the creation of locally made ceramics.

Business Model Canvas
Final strategic blueprint from the IDEO–U Designing a Business course.



Homepage Mockup
Landing page introducing the brand's seasonal collection.



Product Page Concept
Postcard product layout designed for a clean, editorial experience.

CLOSING

Thank you for reviewing my portfolio.

I'm a product designer and strategist with a strong foundation in research, systems thinking, and human-centred design. Whether working within legacy constraints or imagining new services, I aim to bring clarity, structure, and purpose to every project.

If you'd like to know more about any of the work shown here — or simply want to chat — I'd love to hear from you.

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