
Marcus Graham

Senior Product Designer · AI experiences & complex workflows

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Experience

NAB 2021 - 2026 | *Senior Product Designer*

- Sole designer for cross channel, app based authentication and passkeys both for web and mobile.
- Researched existing patterns, then designed beyond them, building with AI to test firsthand.
- Shaped and ran both large survey and moderated testing, alongside the use of analytics to better understand user habits.
- Helped the team on-ramp Figma and built the reusable pattern library for authentication - components, variants, tokens - used by the broader team.

Transurban 2019 - 2021 | *UX Lead*

- Set the design direction for a full rebuild of the Linkt portal to a responsive design system.
- Worked directly with dev squads, handing off production-ready components in phases; built on existing libraries to cut effort and inherit accessibility.

Contract 2019 | *Lead and Senior Product Design roles.*

- Lead & Senior UX & UI across retail, telco, government and media.
- Mobile App and Web UI, brand and portal uplifts, service flows; from ideation, lo-fi, prototyping and testing through to hi-fidelity and dev-team support.
- Shaped design process with product owners, prototyped and tested, pitched concepts to C-level.

Accenture 2014 - 2019 | *Senior UX Consultant*

- Senior UX across government, infrastructure, energy, education and sport.
- Ran the design process on a UI uplift - prototyped and tested features, worked with service designers, solved technical problems with the developers.
- Facilitated ideation, ran research, designed UI across Agile teams; mentored juniors.

Skills

Design

- Figma, Token-based design systems
- Complex transactional flows
- Interaction design
- Accessibility (WCAG)

Research & method

- Moderated / unmoderated user testing
- AI-accelerated prototyping
- Evidence-led, optioned decisions

Education

Wanganui School of Design

Bachelor of Computer Graphic Design

LUMA Institute

LUMA Human-Centered Design (HCD) Certified