

Kathleen Azevedo

Senior UX Consultant · Product Designer

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PROFILE

Human-centred designer blending psychology, systems thinking, and code to orchestrate digital experiences that feel effortless.

CORE EXPERTISE

Experience Design

- User Research
- Design Systems
- Interaction Design
- Prototyping
- Usability Testing

Frontend Engineering

- React
- TypeScript
- JavaScript
- CSS / HTML
- Python

Research & Strategy

- Design Sprints
- User Insights
- A/B Testing
- Analytics
- Digital Transformation

EXPERIENCE

UX Consultant (Contract) · Aviat Networks

Wellington, New Zealand | Nov 2021 – Present

Leading UX process optimisation and design evangelisation for global telecommunications products delivering mission-critical connectivity.

- Drive end-to-end UX strategy covering discovery research, prototyping, design systems, and usability testing across product lines.
- Partner with engineering and product leadership to translate complex workflows into intuitive interaction patterns.
- Coach internal teams in user-centred practices to scale design impact across the organisation.

UX Engineer · JNCTN

Wellington, New Zealand | Dec 2020 – Nov 2021

Helped shape the future of digital identity and verifiable credentials through collaborative product design and enablement.

- Led discovery research, interaction design, and usability validation for identity lifecycle experiences.
- Facilitated HTML & CSS capability workshops and mentored a contracted UX designer to accelerate delivery.
- Uplifted design-to-development handover through component documentation and prototyping.

Senior UX Consultant (Contract) · Ministry of Social Development (MSD)

New Zealand | Nov 2019 – Dec 2020

Consulted on digital transformation programmes improving accessibility, collaboration, and decision-making across government teams.

- Jira Modernisation: ran user interviews, surveys, and heuristic reviews to guide web UI enhancements and adoption.
- Cloud Business Office: designed executive presentations, departmental identity, and user journeys

- enabling cloud literacy.
- Delivered evidence-based insights that aligned stakeholders and shaped service experience roadmaps.

UX Designer & Front-End Developer · My Cloud Bench

Auckland, New Zealand | Jul 2016 – Jun 2017

Co-founded a Salesforce-focused startup, bridging brand, product design, and front-end engineering responsibilities.

- Crafted product branding, visual identity, and UX narrative for customer onboarding and lifecycle.
- Implemented responsive front-end experiences using React, React Router, JavaScript, and CSS.
- Defined product roadmap and delivery cadences for a lean founding team.

Senior Advisor – UX / UI · KPMG New Zealand

Auckland, New Zealand | Aug 2015 – Jul 2016

Part of the KPMG Innovation Lab, delivering human-centred solutions across intranet, manufacturing, and B2C initiatives.

- Facilitated UX workshops, prototyping sessions, and heuristic evaluations to align multi-disciplinary teams.
- Delivered interface prototypes and production-ready UI across Angular, JavaScript, and D3 environments.
- Supported pre-sales activity with rapid visual concepts tailored to executive stakeholders.

EDUCATION

Master's Degree (First Class Honours), Computer and Information Sciences

Auckland University of Technology | 2017 – 2019

- Focused on data science and user interaction design.
- Research project: image processing techniques to extract visual information from charts using Python, NumPy, and OpenCV.

Bachelor's Degree (First Class Honours), Computing and Information Systems

FIAP | 2009 – 2012

- Developed ASP.NET MVC web app tracking violence levels in São Paulo as graduation project.
- Elected class representative in sophomore and senior years; awarded academic scholarships as top student.

CERTIFICATIONS

- Microsoft 70-536: .NET Framework Application Development Foundation (2012)

AWARDS

- Te Ara Auaha Faculty of Design & Creative Technologies Dean's Award for Excellence in Postgraduate Study (AUT, 2020)
- Finalist, Auckland Transport Hackathon (2014)
- Academic Excellence Scholarships, FIAP (2009 – 2012)

LANGUAGES

- English (Native/Bilingual)
- Portuguese (Native/Bilingual)