

# JOSEPHINE MAGUIRE-ROSIER

## PRODUCT MANAGER & EXPERIENCE DESIGNER

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## SKILLS



UX Design



Service Design



Product  
Management



Project  
Management



Stakeholder  
Management



Content Strategy



Workshop Design  
& Facilitation



Team  
Management



Story Teller



Thinking  
Differently

## SOFTWARE

- Figma
- Sketch
- Invision
- Miro
- Zoom
- Excel

## SUMMARY

Every day I see so much possibility for improving our day to day lives with well designed technology that solves real problems. It excites me. This is what drives my success. These ideas, this excitement and the capacity to find the strategic sweet spot between user desirability, technical feasibility and business viability. And of course, my skills of persuasion used to shepherd and cajole stakeholders towards this brighter tomorrow. I have done this across products and services within political campaigning, agile software development and more recently fintech. And in these ten years I have kicked major goals based on my capacity to build inclusive, diverse and accessible environments both digitally and in real life. Now, I can't wait to do this with you too.

## EXPERIENCE

### PRODUCT MANAGER

Flank, a fintech start up | 2020

- In the role of PM, I was tasked with managing my team to deliver a research based, financial service to support those in acute financial difficulty & undermine the poverty cycle.
- Problem validation through market analysis and conducting long form first person qualitative interviews of target users, integrated with an academic literature review.
- Target market development through ongoing stakeholder management of key research participants.

### PRODUCT MANAGER & UX DESIGNER

noobill, a fintech start up | 2019-2020

- Working in a cross functional role, communicating and negotiating between user needs, business goals and dev feasibility
- Stakeholder engagement and management supporting business critical relationships
- User testing and CI/CD of onboarding process for android and iOS apps
- Designing brand & product strategy and implementation

### UX DESIGNER & PRODUCT MANAGER

Replenish - General Assembly UX Immersive | 2020

- In the role of product manager & client liaison, I kept our client abreast of all relevant info, inviting him to collaborate where appropriate while keeping him at a distance in other stages such as discovery to minimise undue influence or confirmation bias in our research.
- Using a combination of long form user interviews, surveys and guerrilla interviews we identified three key personas. Through our market analysis we found multiple opportunities to meet core pain points of these personas.
- The outcome was a service design flow for the business, a user tested low fidelity app prototype, combined with strategic next step recommendations and professionally designed collateral to propel him to the next step of his start up journey.

### UX DESIGNER

Readings Kids - General Assembly UX Immersive | June 2020

- In a remote team of three, delivered a user tested low fidelity prototype of an ecommerce website for the bookstore 'Readings Kids' using Figma.
- Using a combination of Miro, Zoom and Google Drive we tracked and developed our research.

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## EDUCATION

- **Bachelor of Economics**,  
University of Sydney
- **User Experience Immersive**,  
General Assembly
- **Product Management**,  
General Assembly
- **Agile & Scrum** Bootcamp,  
General Assembly
- Service Design, Academy Xi
- Moving into Product,  
Brainmates
- Facilitation Short Course,  
Groupwork Institute of Aust.
- Deep Democracy Facilitation  
Method Short Course

## ACHIEVEMENTS

- **Won Girls in Tech Hackathon**  
held at REA resulting in a  
\$2000 prize donated to Impact  
for Women.
- **Voted by peers to present at  
Product Camp** two years in a  
row; Secured first UX / Product  
job based on presentation.
- **Redesigned the volunteer  
retention process, to ensure  
best possible CX** & creating  
national best practise for the  
Australian Greens.
- **Redesigned the voter  
persuasion script** creating  
national best practise.
- Became nationally renown for  
capacity to run **successful  
data driven political  
campaigns**.
- Headhunted for multiple  
senior roles.

## UX DESIGNER & PRODUCT MANAGER

Vita - General Assembly UX Immersive | 2020

- In the role of product manager, I was tasked with managing my team to deliver a research based, gamified mobile app to support users to develop healthy long term eating habits.
- Using a combination of Miro, Zoom and Google Drive we collaboratively tracked and developed our research, using daily stand ups to ensure we were on the right track.
- Delivered a user tested high fidelity prototype using Figma.

## CAMPAIGN (SENIOR PRODUCT) MANAGER

Campaign for Jason Ball | 2019

This role is a senior product management role, the only difference being that this product is a human who can talk back and disagree with our strategy.

- Conducting user research with campaign volunteers to gauge expectations & design volunteer experiences that met user needs
- Designing and monitoring information management processes to ensure consistency of brand experience by volunteers and constituents within the feasibility of our bespoke software
- Working / co-locating with developers to improve user experience and develop a groomed backlog prioritised and ready post-campaign workload

## PREVIOUS CAREER SUMMARY:

### CAMPAIGN MANAGER & POLITICAL STRATEGIST

<b>2014 - 2020</b>	gVIRS Product Owner, Australian Greens
<b>2013 - 2020</b>	Campaign School Coordinator & National Trainer, Australian Greens
<b>2019</b>	Campaign Manager, Jason Ball for Higgins
<b>2017</b>	State Campaign Director for Tasmania, Tasmanian Greens
<b>2017</b>	Deputy Campaign Manager, Lidia Thorpe for Northcote
<b>2015 - 2016</b>	Campaign Manager, Jason Ball for Higgins
<b>2014</b>	Organiser & Campaign Coordinator, Sam Hibbins for Prahran
<b>2013</b>	Regional Field Organiser, Adam Bandt for Melbourne
<b>2012</b>	Deputy Field Organiser, Nth Minneapolis, Obama for America

#### **Achievements & Highlights include:**

- Shepherding Autodialler product from idea to trial on a 4 day turnaround, leading to a 25% increase in voter contact and national implementation.
- Strategically planning & managing campaigns, scaling from myself & candidate to ~2.5 FTE staff, 28+ volunteer teams and 500+ volunteers in ~6 months (every 18 months).
- Touring the country to train campaigners in data driven campaign strategy
- Becoming an informal product owner of bespoke CRM gVIRS.
- Enforcing Dev co-location resulting in significantly better DevOps practice and a highly groomed backlog.
- Winning an "Unwinnable" seat, replacing a conservative (Liberal) with a progressive (Greens) member of parliament for the first time ever at any level of government in Australia (*starting with no funding, no staff, and half a dozen volunteers*).
- Turning the safe conservative Liberal seat of Higgins into a marginal Greens one, generating national press coverage.
- Electing the first Aboriginal woman to Victorian Parliament.