

Phil Oye
Digital product strategist +
customer experience designer

phil@oye.com.au
www.philoye.com
+61 404 421 094

Work history

Labcoat.io

Sydney, Australia
November 2015–Today

Founder

Developing a new tool for product teams to design & iterate live websites. Conceived, designed, built, and launched the product; now beginning to market and grow the business.

Campaign Monitor

Sydney, Australia
September 2014–October 2015

Product manager

Joined as their first product manager; focused on launching a new initiative—transactional email. Embedded with the team, I was involved in all aspects of the product, including build, strategy, planning, customer research, pricing, marketing, and support.

Moment Australia

Sydney, Australia
July 2006–Today

Digital strategist and CX designer

I help my clients figure out what to do on web and mobile, and how to do it. My focus is equal parts design thinking and product design, typically in complex problem domains and challenging political environments.

Bing Lee
Macquarie Telecom
Masters Home Improvement
SBS
Westpac / BT Financial

Moment NYC

New York, USA
October 2002–June 2006

Founding partner

Co-founder of a boutique digital product design agency. Led the UX practice and delivered projects for clients in a range of industries. Also managed finances, IT, and contributed to all aspects of the firm—strategy, sales, marketing, and operations.

ESPN
Gucci
Morgan Stanley
Tiffany & Co.
Virgin Mobile

Sapient / Studio Archetype

New York, USA
March 1999–October 2002

Manager of user experience

Led teams in designing large-scale web solutions that balanced business objectives, user needs, and technical constraints, with a strong commitment to delivering on-time and on-budget.

Goldman Sachs
LEGO
The New York Times
United Airlines

MAYA Design

Pittsburgh, USA
November 1996–March 1999

Interaction designer

I designed powerful, but usable, applications in complex domains, including logistics, medical records, legal case law, and banking.

Federated Investors
United States Army
West Publishing

PureSpeech

Boston, USA
June 1996–November 1996

Human factors specialist

Challenged with designing an application that combined both a speech and graphical interface in a fast-paced startup.

Education

B.S. Cognitive Science
Carnegie Mellon University
Pittsburgh, USA
September 1992–May 1996

Skills

Project vision and leadership
Project scoping and planning
Creative direction
Mentoring and training

Strategy and user research
Requirements gathering
Workshop facilitation
Ethnographic research
Usability and prototype testing

Web development
HTML, CSS, JavaScript
Ruby on Rails

Sales and finance
Client sales and proposals
Account management
Basic accounting

Architecture and design
Process flows and site maps
Wireframes and specifications
Rapid prototyping
Information visualisation

Tools
Adobe Creative Suite, Sketch
Axure, Visio, OmniGraffle