

JIT VAGHANI

Head of UX · Lead Service Designer · AI Product Design

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PROFESSIONAL SUMMARY

Senior UX and Service Design leader with 15+ years designing complex digital products and government-grade services across GovTech, HealthTech, FinTech, fraud & compliance, sports technology and AI-enabled platforms. I bridge strategy and execution — leading multidisciplinary teams of designers, researchers and AI developers to deliver services that are clear, compliant and genuinely useful.

My track record spans national-scale digital transformation at the NHVR, pioneering AI agent design for integrated healthcare platforms, fraud intelligence UX at GBG Plc, SaaS sports engagement products for Cricket Australia, PGA and EFL, and end-to-end delivery of Telstra's design system and mobile app experiences. I operate equally well as a design team leader, embedded individual contributor, or strategic consultant — and I bring the full toolkit: service blueprints, research, product strategy, Figma systems and agile delivery.

CORE COMPETENCIES

- Service Design & Blueprinting
- UX Strategy & Product Ownership
- AI-Enabled Workflow Design
- Journey Mapping & Co-Design
- Stakeholder Facilitation & Workshops
- Design Systems (Figma)
- User Research & Usability Testing
- Agile Delivery & Backlog Definition

PROFESSIONAL EXPERIENCE

Lead UX / Service Designer

Sep 2022 - Jul 2026

National Heavy Vehicle Regulator - NHVR

Contract - Brisbane

- Led a multidisciplinary design team comprising UX designers, UX researchers, illustrators and external design agencies — managing design direction, workload, quality and delivery across multiple parallel service streams.
- Owned end-to-end service design for complex government digital services, translating dense policy, regulatory and operational requirements into clear user journeys, service blueprints, prototypes and delivery-ready artefacts.
- Designed future-state experiences for many distinct user groups: heavy vehicle operators, auditors, regulators, road managers, enforcement officers and NHVR support staff — improving how each group navigates accreditation, compliance and network access.
- Facilitated discovery workshops and co-design sessions with product teams, policy leads, operations and subject-matter experts to map current-state pain points and align on future-state direction.
- Built and maintained a reusable Figma component library and service design pattern system to ensure consistency and speed across all NHVR digital products.

Key Projects

National Network Map: *Designed the end-to-end user experience for Australia's first unified national heavy vehicle network map — a landmark GovTech service enabling operators to plan cross-border journeys, view access approvals in real time and apply for permits from a single digital destination. Covered operator-facing journey planning, road manager self-service network editing tools, and internal NHVR workflows.*

NHVAS Accreditation Transformation: *Led UX and service design for the complete reimagining of the National Heavy Vehicle Accreditation Scheme, covering Establish Accreditation, Entry Audit, Initial Compliance Audit and Renewal service flows. Designed experiences for operators, auditors and NHVR staff across a complex multi-party regulatory process.*

Head of Product Design

Nov 2021 - Sep 2022

ION Video / Linius

Contract - Melbourne

- Joined as the founding designer and rapidly built a product design team, establishing design culture, processes and a shared design system from scratch across a SaaS video technology business.
- Led product and UX design across SaaS video platforms and sports fan engagement products — shaping experiences from discovery through to delivery for enterprise clients.
- Designed award-calibre user experiences for Cricket Australia, PGA Tour and the English Football League (EFL) — creating personalised video, search, clipping, publishing and fan engagement features that brought each sport's content strategy to life.
- Worked closely with product managers, engineers and client stakeholders to define scalable product experiences and reusable interface patterns across the Linius / ION Video product suite.

Key Projects

Whizzard (SaaS Video Platform): *Core platform for creating, managing and publishing personalised video experiences — designed search, clipping, publishing, content management and personalisation workflows.*

Cricket Australia, PGA & EFL: *Designed sports fan engagement and media experiences for three of the world's leading sporting organisations, delivering immersive personalised video and content discovery products.*

Lead UX Designer

May 2019 - Nov 2021

GBG PLC

Full-time - Melbourne

- Led a team of designers to build the UX for Unicorn — GBG's enterprise SaaS fraud intelligence and compliance platform — covering application fraud, identity fraud and transaction fraud prevention across high-stakes financial workflows.
- Translated complex fraud detection, risk decisioning and compliance requirements into usable dashboards, case management interfaces, investigation tools and decision-support experiences for fraud operations teams.
- Collaborated with product managers, data scientists, engineers and business analysts to support discovery, prototyping, design documentation and agile sprint delivery.
- Received the Annual Product Strategy & Design Award (2025) and Tech Star Award (2020) in recognition of design leadership and product impact.

Key Projects

Unicorn Platform: *GBG's flagship SaaS fraud intelligence platform. Designed experiences for application fraud screening, transaction fraud monitoring, identity verification, AML/KYC case management and risk decisioning — serving compliance and fraud operations teams across banking, fintech and insurance.*

User Experience Manager

CGI / Unico

Full-time - Melbourne

- Managed UX, product and delivery activities across enterprise digital products for multiple clients simultaneously — directing design teams embedded within client organisations including Telstra.
- Oversaw the UX and design direction for Telstra's Secured Internet product and the Telstra Home Dashboard app, contributing to design system foundations and interface patterns across Telstra's digital product suite.
- Led the end-to-end product delivery of the All Star Mile racing platform — from initial concept and UX strategy through to launch — managing stakeholders, design, engineering and delivery for the inaugural edition of Australia's richest mile race.
- Designed and delivered a blockchain-based livestock management application, shaping product workflows, traceability experiences and platform usability for a novel agricultural technology use case.

Key Projects

Telstra Secured Internet & Home Dashboard: *UX and design system work across Telstra's connected home and security products, including interface patterns and design system foundations.*

All Star Mile Racing Platform: *End-to-end product delivery as Product/UX Manager — from concept through launch — for Australia's richest mile race digital platform.*

Blockchain Livestock Management: *Product Owner for a blockchain-based livestock traceability application, designing complex supply-chain workflows for an agricultural technology client.*

EDUCATION

Master of Design (Design Futures)	RMIT University	2019
Bachelor of Engineering, Information Technology	Saurashtra University	2004

TOOLS & METHODS

Design Tools	Figma, FigJam, Miro, Adobe Creative Suite, Webflow, User testing and Prototyping tools
Delivery & PM	Jira, Confluence, Azure DevOps, Agile / Scrum, Backlog definition, User stories, Acceptance criteria
Methods	Human-centred design, Service design & blueprinting, Systems thinking, Journey mapping, Ecosystem mapping, Usability testing, Stakeholder interviews, Co-design, Workshop facilitation, MVP scoping, Design documentation

AWARDS & RECOGNITION

Experience Delivery Award — Annual Awards	NHVR	2025
Annual Product Strategy & Design Award	GBG PLC	2021
Tech Star Award	CGI / UNICO	2019

References available upon request.