

# Nicholas Pollard

I am eager to improve digital experiences, accessibility and internal processes across industries, using human centred design methodologies. My diverse experience helps me effectively communicate between design and development.

## Experience

### **Digital Solutions Manager**

Westpac Banking Group | Jan '18 - Jan '19

In this innovative team I researched new technologies and concepts or new ways to use our current ecosystem to solve digital problems that clients across the bank are facing. I matured in interpreting more technical projects and developed a deep understanding of the Adobe experience and marketing toolset. In one of my streams of work in this team I developed a chatbot that acts as a team assistant to help with complex internal processes. With stakeholders I mapped employee journeys and turned these into conversations, then test with users to incrementally improve the bot.

For the bank's new content repository, I prioritised improvements to the usability of the system and managed the needs of different stakeholders. The current landscape for product content is very disconnected and involves repetitive work, so the uptake of this repository saves an extensive amount of time. Lastly, I looked at content management strategy and created a base taxonomy structure, to prepare the banks content for cross channel efficiencies and smarter, more personalised experiences for customers.

### **Digital Graduate - Sales, Service Adoption and capabilities**

Westpac Banking Group | Feb '17 - Jan '18

I began at Westpac rotating through teams in digital, which gave me great exposure to different functions of the bank. I worked in Digital Sales for everyday banking products, where the cross-functional team worked in agile sprints optimising online content and offers in order to meet sales targets. I managed the improvements of SEO of products through publishing related articles, which contributed considerably to the sales outcomes. I worked with numerous business units such as compliance, design, CRO and product, so learning to effectively communicate with these different stakeholders was key.

Next I joined Business Digital Adoption, where I was tasked with optimising the content for a banking platform. By simplifying the information online, increasing the accessibility and making it easier to find guideline content, my efforts helped to raise new customer numbers and improved the user experience for the current customers. This also involved change management, preparing our channels such as branches and call centres.

### **Project Support Officer**

Australian Institute for Teaching & School Leadership | Jun '16 - Jan '17

In what began as a temp position I managed to develop my range of skills in a number of differing projects related to quality teaching. I helped out in multiple differing roles through the organisation such as executive assistant to the general manager and later on assisting in social media communications, email campaigns and a web optimisation project.

### **Website Designer and Administrator**

IAESTE Australia | Jan '16 - March '17

IAESTE is an independent, non-profit, student run exchange organisation. It helped me go on an amazing internship overseas previously. I led a team to design a new website that used a simple structure and clear content to appeal to our target audience of students and Australian technical companies in order to grow our business.

## Contact

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## Experience Cont.

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### **iOS Development**

Independent Project | Mar '15 - Nov '15

### **Workshop Demonstrator - 3D Printing short course**

University of Melbourne | Jun '14

### **Swimming Instructor**

Ivanhoe Aquatic and Fitness Centre | Feb '10 - Jun '16



## Education

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### **Design Thinking and other courses**

Interaction Design Foundation | 2018 - Present

Furthering my knowledge and practice in UX and service design, view my progress at [www.interaction-design.org/nicholas-pollard](http://www.interaction-design.org/nicholas-pollard)

### **Bachelor of Science**

University of Melbourne | Completed 2015

Graduated with Second Class Honours in a Major in Electrical Systems, also covering subjects in Usability, IT, Risk Analysis and mechanical systems.

### **Diploma of Mathematics**

University of Melbourne | Completed 2015

Focusing in Applied, Computational and Discrete Mathematics

### **VCE**

Xavier College | Completed 2010



## Skills & Interests

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Agile practices  
Adobe marketing and experience manager  
Content management and taxonomy  
Blockchain tech  
Conversational AI  
Google Dialogflow  
Service Design methods  
LEAN practices  
SEO tools  
JIRA  
Confluence  
Email campaign delivery  
Development User stories  
User Journey mapping  
Cross channel integration  
Sketch  
Wireframing & Prototyping  
Wordpress Development  
Bootstrap  
Usability Testing  
HTML & CSS  
Javascript  
C Programming  
Excel  
3D Modelling and Printing  
Ukulele



## Referees

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### **Nam Phu**

Senior Manager, Digital Solutions  
Westpac

### **Rikard Stolz**

Everyday banking Sales Director  
Westpac

### **Daniel Pinchas**

General Manager, School Leaders  
AITSL

Contact details on request