

NORI SEKIYA

Curriculum Vitae

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PROFILE

Digital UX Lead Designer with 20+ years leading UX, product design and design teams across web and mobile. Currently owns end-to-end UX for complex, multi-channel customer journeys at RAA, pairing AI-assisted research and journey mapping with a strong accessibility (WCAG) and design-system discipline. Known for turning ambiguous, high-stakes problems into shippable, evidence-based design - partnering closely with Product and Technology leadership from discovery through launch.

CORE SKILLS

UX & Product Design: UX Strategy, Product Design, Journey Mapping, Wireframing & Prototyping, Usability Testing

Research & AI: AI-Assisted UX Research, Research Synthesis, Evidence-Based Design

Systems & Standards: Design Systems, WCAG Accessibility, Inclusive Design

Leadership: Team Leadership & Mentoring, Stakeholder Management, Cross-Functional Collaboration

Technical: Front-End Design (HTML/CSS)

PROFESSIONAL EXPERIENCE

UX Digital Lead

Oct 2022 – Present

Royal Automobile Association of South Australia (RAA) • Mile End, Australia

- Own end-to-end UX design across web and mobile, shaping user-centred experiences for complex, high-traffic customer journeys.
- Introduced AI-assisted workflows for journey mapping and research synthesis, speeding up design delivery without sacrificing rigour.
- Run UX research and usability testing programs that translate directly into evidence-based design decisions.
- Act as the design voice in cross-functional planning with Product and Technology stakeholders, simplifying complex customer experiences.
- Champion inclusive design and WCAG accessibility standards as a non-negotiable baseline across all design work.

User Experience Manager

Apr 2019 – Aug 2022

Muzician Pty Ltd • Adelaide, Australia

- Set UX strategy and led product design and front-end development for consumer-facing products, including Muzician and Playnow.
- Owned the full product lifecycle - concept, wireframes, testing, launch - for multiple concurrent product lines.
- Built and mentored a cross-functional design team spanning web and mobile.
- Embedded user research and usability testing into the delivery cycle to drive continuous product improvement.
- Partnered directly with engineering to ship polished, production-ready releases.
- Reported design outcomes and roadmap progress directly to co-founders.

Art Director

Sep 2009 – Dec 2018

Learn To Play Music Pty Ltd • Adelaide, Australia

- Led visual design and creative teams across web platforms, including Learn To Play Music and JIC Remote.
- Directed the digitisation of the video and audio library for cloud delivery, and implemented online purchasing via Stripe and PayPal.
- Led international training trips to build creative capability in teams across India and China.

Interaction Designer

Jun 2007 – Dec 2008

Evolution Inc • Adelaide, Australia

- Designed interactive graphics and website content, including animated in-store promotional displays.
- Partnered with marketing and illustration teams to deliver engaging visual campaigns.

Graphic Designer

Mar 2005 – Oct 2006

JapanDesk • Adelaide, Australia

- Designed four bilingual (Japanese/Mandarin) quarterly magazines a year for industry clients.
- Partnered with marketing directors, editors and journalists on layout, concept and design across print and digital.

Web Designer

Jun 2004 – Mar 2005

OnMax Ltd (Contract) • Adelaide, Australia

- Built custom client websites using HTML/CSS and the Adobe Suite (Photoshop, Illustrator, Dreamweaver).
- Delivered concepts, mock-ups and fully functional sites in first professional role after university.

EDUCATION & CERTIFICATIONS

Master of Design — University of South Australia, 2016–2018

Bachelor of Design — University of South Australia, 2001–2004

Certificate in User Experience — Nielsen Norman Group (NN/g)

AI for Designers — Certificate of Completion, Interaction Design Foundation (IxDF)

LANGUAGES

English (Fluent) • Japanese (Native)