Portfolio
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Michael Christie

Passionate about shaping digital experiences that delight users and enhance business performance. With expertise in **Strategic UX**, **Design-Thinking**, **Workshop Facilitation**, **Frontend development** and **Design Systems**, I lead projects from discovery to execution, delivering high-quality **Wireframes** and **Figma** prototypes.

Career highlights

- **Led the UX team** at AA Insurance to uplift the digital experience under a major technology transformation project.
- Ran **conversion rate optimisation** and **Lean UX** programs at AA Insurance resulting in 4% increase in online car insurance sales and 16% increase in claims self-service.
- Set up eCommerce site, managed and **optimised the UX** for tradedepot.co.nz seeing significant growth year-on-year.

Experience

NZTA / Contract - Senior UX Designer
2026 - Present · Contract

Working on the NZ Transport Agency's Driver licensing online, across learner, restricted and full licence journeys.
Designed driver session logging and approval journeys that link learner drivers with their supervisors, turning complex end-user and staff requirements into simple, user-centred solutions. Prototyped scenarios in Figma using variables, tested them with users, and refined them within the NZTA Design System to keep the design language consistent across platforms.

Bizbo / Freelance Consulting, UX and Product Design
August 2024 - Present · Auckland, New Zealand

Bizbo (**bizbo.co.nz**) is my digital consulting agency working with small and medium-sized companies to uplift their digital experience, technology and optimisation strategies. I have worked directly with charities, educational institutions, sales agencies, as well as working on startup SaaS tools.

I have developed the Saas tool *Workshop Pilot* **(www.workshoppilot.ai)** - an AI-powered collaborative whiteboarding platform that transforms vague business ideas into developer-ready build packs.

Career Break
January 2024 - August 2024
Dedicated period of planned leave to spend with my young family and pursue professional development. Focused on upskilling in AI-assisted coding and narrative storytelling, alongside some passion coding projects.

AA Insurance / UX Design Lead

Jan 2018 - Jan 2024 · Auckland, New Zealand

Key Responsibilities:

- **Workshop Facilitation**: Conducted full-day sessions with participants from various business areas to solve significant challenges through *Design-thinking* activities.

- **Stakeholder management**: Presenting and communicating ideas persuasively to department heads, the executive team and external partners.
- **Leadership**: Motivate my team and leverage their strengths to produce quality work for which they are accountable.

Work completed

- ➔ **Quote & Buy Journey** - Redesigned the insurance journey with a simplified question format and an uncluttered, mobile-first layout.
- ➔ **Design System** - Established the project and oversaw the *Figma* library, tokens, code quality, *Storybook* components, documentation and testing capability to allow our organisation to deliver digital products with consistency, scalability and speed.
- ➔ **Mobile App:** Led the design of a native iOS/Android app for managing insurance, AA Roadside assistance and vehicle checks. Designed a great onboarding and account management experience while navigating complex data and identity systems.
- ➔ **Conversion Rate Optimisation** - Improvements for onboarding and retention for optimal funnel health, including +25% uplift in customers seeking a price from revamped product pages.

Woolworths / Countdown - UX Designer

MAR 2017 - DEC 2017 - Contracting Role

Optimised the customer journey to drive conversions, refining checkout, delivery options, and navigation with clear categorisation and visuals. Upgraded the shopping list to include a favourites feature and smart sorting, supporting greater customer loyalty.

Trade Depot tradedepot.co.nz - E-commerce Web Consultant

FEB 2014 - JAN 2017

Provided UX consultancy and design, setting up the Magento™ e-commerce platform, and enhanced search and navigation for an extensive product catalogue. Played a key role in integrating third-party auction platforms, driving substantial business growth.

See linkedin.com/in/mchristie79 for detailed work experience.

Education

The University of Otago / Bachelor's degree (BCom)

1999–2002 The University of Otago - Dunedin, New Zealand

This degree equipped me with a strong foundation in Marketing, Design Studies, and Information Science, which I have applied in my professional roles.

Auckland University of Technology (AUT) / Business Diploma

JAN 1998 - NOV 1998 - Auckland

Studies in Marketing, Accounting, Management, Design and Publishing.

Development

Workshop Facilitation - *Design Thinkers Academy* - 2-Day course on a human centred approach to innovation and problem solving.

Storytelling For Impact - *Design Thinkers Academy* - 1 day course to structure and deliver stories that will resonate with an audience effectively engage with work colleagues, stakeholders & customers to inspire positive actions