

Marcus Graham

Senior Product Designer · insight-led, end-to-end product design

Brisbane, QLD · Australian & NZ citizen

+61 487 022 000 · hello@marcusg.co

Fifteen years designing digital products across finance, government, energy, retail and media. At NAB I lead design for customer identity and authentication – complex, regulated, end-to-end experiences spanning web and mobile app for 8.5M customers. Discovery-led: I define problem spaces through discovery workshops and ground decisions in research and analytics, rapidly prototyping with AI to test what's genuinely buildable. I represent the voice of the customer, defending the best experience in conversations with engineering – with evidence, not assumptions.

Core competencies

End-to-end product design · Discovery & problem definition · Usability testing (moderated & unmoderated) · Insight synthesis · Flows · UI · Design systems · Systems thinking · Accessibility (WCAG) · Stakeholder engagement · AI-accelerated prototyping · Figma

Education

Wanganui School of Design, University of Waikato
Bachelor of Computer Graphic Design

LUMA Institute
LUMA Human-Centered Design (HCD) Certified

Experience

NAB 2021 – Present | *Senior Product Designer*

- Lead end-to-end design of NAB's customer authentication as its sole designer – in-app verification, passkeys and step-up across web, mobile app, contact centre and branch; a surface carrying 24M SMS authentications a year.
- Shipped in-app verification – designing toward programme targets of a 33% cut in SMS authentication volume and 80% in-app adoption.
- Built and maintain the bank's authentication pattern library – components, variants, tokens. Consulted by teams across NAB to keep experiences consistent across journeys.
- Grounded work in evidence – analytics, large-scale surveys, moderated testing – prototyping with AI to settle feasibility questions with engineering early.

Transurban 2019 – 2021 | *UX Lead*

- Led design for the rebuild of Linkt, Transurban's consumer tolling portal – a small remote UX team held together through the 2020 lockdown; first release shipped 2021.
- Took an ageing, non-responsive site to a responsive design system; handed off production-ready components to build squads in phases, building on existing libraries to cut effort and inherit accessibility.

Contract roles 2019 – 2021 | *Lead & Senior Product Design*

- Senior UX and UX Lead engagements across media, retail, telco and government.
- Owned the engagement problem for a streaming service serving millions of customers across emerging markets – scoped a low-build rewards experiment with engineering and concept-tested on a two-week turnaround; Native app design for meal-kit and convenience retail; Service portal uplift to a new brand alongside the Product Owner.

Accenture 2014 – 2019 | *Senior UX*

- Consulted across government, energy, sport, telco, education and retail.
- Moved legacy tax tools onto a responsive framework, then designed the native app turning research and business requirements into build-ready, WCAG-compliant design through to production oversight.
- Designed and prototyped a player-analytics dashboard and facilitated the design-thinking workshop that defined the roadmap of future work.
- Facilitated ideation, ran research and mentored junior designers across Agile teams.