

Nori Sekiya

Curriculum Vitae

Experience

2022 - Present
Oct

UX Design Lead
The Royal Automobile Association of South Australia Ltd. (RAA)
Mile End, Australia | 3.5 years

Experienced UX Design Lead with 3.5 years of designing intuitive, user-centered digital experiences that drive business value. Skilled at leading cross-functional teams, conducting UX research, and developing cohesive design systems. Passionate about solving complex problems through design and creating meaningful experiences for users.

Key Responsibilities:

- Led a team to maintain and enhance the user experience for both web and mobile applications.
- Improved usability by analysing user feedback and implementing actionable design improvements.
- Ensured consistency and quality across design systems and digital products.

Skills:

Web & Mobile App Development
UX Research, Usability Testing & Inclusive design
Design Systems, Wireframing & Prototyping

2019 - 2022
Apr Aug

Product Design Manager
Muzician Pty Ltd, Adelaide, Australia | 3.5 Years

As a product design manager, I have led initiatives in both UX strategy and front-end development for mobile and web applications, including Muzician and Playnow. My team managed the full product lifecycle, transforming sketches and wireframes into polished consumer-facing products (B2C).

Key Responsibilities:

- Managed and guided a design team to ensure exceptional user experiences across web and mobile applications.
- Improved usability and design quality through user research, testing, and feedback analysis.
- Reported weekly project progress to co-founders, enabling informed strategic decisions.

Skills:

Web & Mobile App Development
Managed a team, Wireframing, and Prototyping
User Research and Usability Optimisation

Profile

Preferred Name	Nori Sekiya
Full Name	Norihito Sekiya
Born	3rd Nov 1980
Martial Status	Married
Background	Japanese
Language	English, Japanese, Mandarin
Education	Master of Design University of South Australia 2016-18 Bachelor of Design University of South Australia 2001-04
Certificate	NNG Certificate in User Experience IxDF Certificate of Completion: AI for Designers
Where I live	Wynn Vale SA

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Experience

2009 - 2018

Sep Dec

Art Director

Learn To Play Music Pty Ltd, Adelaide, Australia | 9 Years

Led visual designs and creative teams for web-based platforms like Learn To Play Music and JIC Remote. Managed the digitalisation of video and audio content for cloud delivery and implemented online purchasing via Stripe and PayPal. Conducted international training trips to support creative teams in India and China.

Skills:

Visual Design, Prototyping, Digital Content Management, User Testing

2007 - 2008

Jun Dec

Interaction Designer

Evolution Inc, Adelaide, Australia | 1.5 Years

Designed interactive graphics and website content, including animated promotions for in-store displays. Collaborated closely with the marketing manager and illustrator to deliver engaging visuals.

Skills:

Wireframing, Interaction Design, Concept Development, Print, Animation

2005 - 2006

Mar Oct

Graphic Designer

JapanDesk, Adelaide, Australia | 2 Years

Created four quarterly magazines annually for local industries (Both Japanese & Mandarin). Worked with marketing directors, editors, and journalists to develop layouts, concepts, and designs for both print and digital platforms.

Skills:

Concept Development, Print & Web Design, Layout, Visual Communication

2004 - 2005

Jun Mar

Web Designer

OnMax Ltd, Adelaide, Australia | Contract Role

Built customised websites for clients using HTML/CSS and Adobe Suite (Photoshop, Illustrator, Dreamweaver). Developed concepts, mock-ups, and fully functional websites as my first professional role after university.

Skills:

Web Design, Concept Development, Mock-Ups, Front-End Design

A bit about me :)

Piano

I have been passionate about playing the piano since I was 11, giving me over 34 years of experience. It remains one of the longest-standing and most rewarding hobbies in my life.

Judo

I enjoy staying active through martial arts and currently hold a Green Belt in Judo here in Australia. Practicing Judo is not only a great exercise but also a social activity I truly enjoy.

Travel

My wife and I love exploring new destinations, both domestically and internationally. Recently, we traveled to Vietnam and Indonesia enjoying quality time with family and discovering new cultures.