

Dave Fernandes

Design Lead, Product Designer, AI Builder

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Work

2019 – 2026

Lead Product Designer, Atlassian, Compass

Sydney

- Responsible for the end-to-end vision and design strategy for [Compass](#) from first principles to general availability
- Responsible for adapting Compass to Atlassian Platform frameworks
- Launched the Onboarding, Homepage and Catalog experiences
- Launched the growth experiments and integration experiences for Compass
- Launched [Compass GA](#), Components in Jira, Components in Bitbucket
- Led design across 4 feature teams made up of managers, designers and engineers

2019

Senior Product Designer, Australia Post, Post+

Remote

- Responsible end-to-end operator experiences within the POS Terminal
- Owned the Barcode keying line feature
- Owned the Transaction eligibility rules feature
- Part of a government department made up of leadership, managers, business analysts, designers and engineers

2017 – 2019

Senior Product Designer, Atlassian, Growth

Sydney

- Responsible for the hypothesis, validation and experiment design on Jira, Bitbucket and Confluence
- Launched the Bitbucket x Jira Projects experiment
- Launched the Jira x Code experiment
- Part of an 80+ department made up of leadership, managers, designers and engineers

2015 – 2017

Senior Interaction Designer, Accenture, FJORD

Sydney

- Responsible for the end-to-end product design of client projects
- Launched the new product experience of the MyFoxtel TV and Billing app
- Launched the various product experience for Samsung Global
- Led design across product and service design projects with Fjord leadership and designers and Accenture consultants and engineers

2015 - 2016

Senior Visual Designer, Reactive

Sydney/Melbourne

- Responsible for the Agile design delivery of digital agency projects
- Owned the UX/UI for ANZ Mobile Lending
- Owned the strategic design direction and ideation for TAB Sports
- Senior design for a 50+ agency made up of directors, managers, designers and engineers

2013 – 2015

Digital Creative Director, The Nest

Sydney

- Responsible for the creative direction and design of websites, apps and branding for clients in the Arts
- Launched the responsive design for the Sydney Gay & Lesbian Mardi Gras, Sydney Festival, Tropfest and the Biennale of Sydney festivals with UX led foundations in event programs, ticketing and maps.
- Led design for a boutique digital agency of 7 made up of CEO's, project managers and engineers

2012 – 2013

Digital Designer, Australian Broadcasting Corporation (ABC)

Sydney

- Responsible for various digital projects across News, Television and Radio as part of the Innovation team
- Launched the interaction design for [50 Years of Four Corners](#), interactive timeline app
- Awarded the ABC Digital Excellence Awards of Best Mini-Site for 'Leaving Guantanamo Bay' on Radio National
- Part of a department made up of managers, designers and engineers

Service

2025

Guest Lecturer, University of Sydney

- Helping second year Interaction Design students understand how to identify roles across industries and sectors

2015

Tractor Design School, Sydney

- Co-Lecturer & Judge at Tractor Design School

References

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