

# Rich McNabb

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## About

I've worked with some of New Zealand's most well-known companies (Xero, ANZ, Westpac, ACC, Fly Buys, Department of Conservation, and many more) to make their mobile apps and cloud-based platforms easier to use. As a natural problem solver, I'm more attracted to the size and complexity of the problem. I enjoy making the complex simple.

Having designed within Xero's ecosystem for two years and being an early adopter of XDL, I use it on a daily basis. I also offer a Xero Central perspective on how XDL could be extended to include long-form content such as support articles and guides. Earlier in my career I worked as a web developer and although I no longer code, that overlap between design and development has been invaluable in bridging the gap between Figma and production.

## Skills

I provide a wide variety of UX/UI skills including design systems, Figma (components and variables), systems thinking, AI-assisted workflows, wireframing, rapid prototyping, design thinking, user research, user interviews, usability testing, information architecture (IA), user flows, dashboard design, mobile app design (iOS/Android), web app design, product design, user experience (UX) design and user interface (UI) design.

## Motivation

People: Great team culture where people have fun and create amazing work together  
Projects: Projects that matter, built with collaborative teams who love seeing ideas come to life  
Process: Design, technology and business working together to deliver great products  
Problems: Solving real-world problems for customers while generating revenue for businesses

## Qualifications

2018 - 2024 IxDF Distinguished Scholar, completed 30+ UX/UI courses  
2008 - 2009: Diploma of Interactive Design, Natcoll Design Technology  
1997 - 1998: Diploma in Business Computing, Universal College of Learning

## Technology

Figma, Adobe Creative Cloud, ChatGPT, Gemini and Claude

## Interests

Surfing, skateboarding, collecting vinyl, weight training, studying, kayaking and sailing.

## Neurodivergent strengths

Dyslexia: Pattern recognition, big-picture thinking, creative problem-solving and strong visual skills.  
ADHD: Resilience, adaptability, innovation, hyperfocus, curiosity and learning agility.

# Experience

Product Design • User Experience & Interface Design (UX/UI) • Mobile & Web App Design

## **Product Designer & User Experience Designer UX/UI**

Feb 2009 - Apr 2024: [www.richmcnabb.com](http://www.richmcnabb.com) - Wellington, NZ

- Consulted with companies and startups to identify opportunities and improve products
- Designed sketches, wireframes, prototypes and user interfaces for mobile and web
- Collaborated with developers, business analysts and stakeholders to create user-centred designs

## **Senior Product Designer UX/UI**

Apr 2024 - May 2026: Xero - Wellington, NZ

- Created and maintained the Xero Central Figma UI Design System and Pattern Library
- Embraced and implemented XDL (Xero Design Language) across new Xero Central experiences
- Extended and evolved XUI (Xero User Interface) components, variables, user flows and interactions
- Redesigned Xero Central templates to validate components, composition and context
- Designed the UI for AI-generated answers, search results and related content
- Conducted user interviews to validate assumptions, ideas and concepts
- Created design prototypes to support user interviews, usability testing and interaction research
- Delivered UX/UI design presentations to key stakeholders for alignment
- Shared in-progress work during weekly design collaborations for insights, feedback and critique
- Co-designed the Xero Partner challenges and rewards incentives program
- Designed the Xero Advisor Directory to connect customers with accountants and bookkeepers

## **Senior Experience Designer UX/UI (contract)**

Apr 2023 - Oct 2023: ANZ New Zealand - Wellington, NZ

- Collaborated on the native iOS and Android ANZ goMoney Design System
- Improved the join the bank flows for new personal and business customers
- Designed the onboarding experience for Entrepreneurs and Sole Traders
- Enhanced the goMoney banking app with new features and improvements
- Delivered wireframes, user flows and prototypes for key stakeholder presentations
- Collaborated with Developers following the Human Interface and Material Design Guidelines

## **Senior UX Designer (contract)**

May 2022 - Dec 2022: Te Whatu Ora Health New Zealand - Wellington, NZ

- Conducted user interviews, card sorting and tree testing to inform site navigation
- Designed wireframes, information architecture, sitemaps, user flows and prototypes
- Created personas to inform user requirements and bring in the customer's voice

## **Design Lead UX/UI (permanent)**

Apr 2020 - Apr 2022: HazardCo - Wellington, NZ

- Created and maintained the HazardCo Design System and Pattern Library
- Established an in-house product design and user research process
- Redesigned the Health and Safety mobile app for iOS, Android and web dashboard
- Conducted user interviews and usability tests to validate ideas and assumptions
- Mentored UX/UI team members
- Collaborated with iOS and Android Developers using Apple and Google Design Guidelines

View my portfolio: [www.richmcnabb.com](http://www.richmcnabb.com)