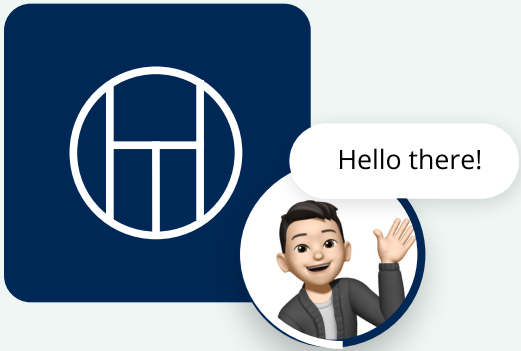




Tim He

Senior Product Designer

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PW: Provided upon request

Skills

Research & User-testing
User-experience Design
AI tooling and prototyping
Visual Design
Interaction, Motion & Prototyping
Product Management & strategy
Experimentation
Web & Native App

Education

General Assembly (2014)
User-experience Design

University of New South Wales (2012)
Bachelor of Digital Media

University of Technology Sydney (2019)
Bachelor of Visual Communication

Experience history

- Heidi Health** Senior Product Designer: Integrations

Feb 2026 - Current

Design and shipped the connective layer between Heidi's clinical AI products and the practice systems Australian general practice actually runs on - how integrations are discovered, authenticated and managed across an organisation and how Heidi also works on partner EMR systems.

Key Projects: Referral lending creation and sending, Heidi AI generated pathology and scan orders, Integrations Marketplace, Integrations set up wizard, Heidi Widget in Partner EMR/EHRs.
- Atlassian** Senior Product Designer (Contracting): Platform Apps - Teams

Dec 2025 - Current

Increased paid-enterprise teams engagement across Atlassian's System of work apps

Key Projects: Teams Directory: Connected people, teams, and outcomes, Profiles: Centralised identity, purpose, and contributions, Home integration: Strengthened cross-tool navigation., Admin tools: Simplified team management at scale
- Macquarie Bank** Senior Product Designer (Contracting): Broker Experiences

July 2022 - Dec 2025

Increased submit-to-settle home loan applications through the Broker Portal channel (94% total Macquarie home loan applications)

Key Projects: Macquarie Broker Portal, Staff onboarding and permissions, Supporting documents Upload, Broker re-platform [Application of Macq. Design System]
- Atlassian** Product Designer: Devops

November 2021 - June 2022
- Commonwealth Bank of Australia** Business - Senior UX/UI Designer

March 2018 - November 2021
- Massive Interactive** Senior Product Designer (UI and Design Systems)

September 2017 - March 2018
- Westpac Banking Group** Design System - UX/UI Designer (Acting Snr.)
- NewsCorp** UX Designer (Contracting)
- George Patterson Y&R** Creative Designer
- GP Advertising** Junior Creative