

Frans van der Walt

Senior Product & Experience Designer

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Profile

I help teams make sense of complex products, services and systems, then turn that clarity into practical outcomes. Hands-on product and service designer combining research, interaction design and direction, taking ownership from early discovery through delivery and working with engineers and specialists where needed.

Recent experience

Alkasprings / 2025 - Present

Product design, strategy and delivery

Commerce and service design. Designed the Shopify website and managed the migration from WooCommerce. Created Figma designs, specifications and acceptance criteria for subscriptions, self-service and delivery; tested journeys and developed site content.

Connected operations. Designed and implemented delivery logic, subscription workflows and customer communications. Increasingly used AI and modern tools to implement and test changes directly.

Commercial insight and measurement. Analysed commerce, subscription and financial data to inform acquisition budgets and capacity planning. Recruited an analytics specialist and validated purchase and subscription-signup tracking.

Specialist leadership. Sourced and coordinated development, analytics, SEO and creative specialists; managed scope, quality and handovers. Led brand foundations and coordinated brand film production.

Inspiring Choices / 2026 - Present

Service design and operational systems

Service and workflow audit. Ran workshops and interviews; mapped patient journeys, handovers, payment reconciliation and systems to identify gaps and prioritise improvements.

Practical intervention. Built an Active Patient Tracker with flags for overdue follow-up, credit and payment issues. Refined it with staff and handed it over for ongoing use.

Systems evaluation. Translated clinical and operational needs into prioritised requirements; evaluated Cliniko and Splose against real workflows to support software selection.

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Experience & professional development

Cochlear / Feb 2017 - May 2025

Senior Product & Experience Designer

Designed digital experiences connecting hearing devices, recipients and clinicians, balancing customer needs with technical and regulatory requirements.

EVO / Nucleus Smart App. Helped originate the initiative and led much of the early discovery and direction. Worked on onboarding, device connection and controls through testing and handover towards development.

Remote Care. Led substantial clinician-portal redesign, recipient research and Usage Data design. Worked across Remote Check and Remote Assist with clinicians, engineers, product managers and regulatory experts.

Research and delivery. Conducted interviews, workshops and usability studies; combined findings with usage data. Developed shared interaction patterns and components with colleagues.

Alive Mobile Group / May 2015 - Feb 2017

Senior Product & Experience Designer

Led design for Mirus Australia's workforce management app and designed a support app for Lifestyle Solutions care workers. Contributed to Service NSW and designed an NDIS calculator. Facilitated workshops and usability studies and supported implementation.

Equilibrium Digital / Jun 2014 - Nov 2015

Co-founder and UX Lead

Co-founded a digital solutions business. Led UX strategy for finance and healthcare projects, partnering with the CTO on a web-based CMS and B2B finance application.

Retail and Creative Oasis / Sep 2012 - Jun 2015

Lead Designer and Art Director

Led design and art direction for retail projects, managed a creative team and presented concepts to clients. Created and tested wireframes, interfaces and prototypes.

Earlier experience. Creative Director, Core Ideas (2010-2011). Visual design roles with Clemenger, Moon, Vodafone, Iris Nation, PCI Fitch and Gyro International (2002-2010).

Education & professional development

Bachelor of Fine Art and Design, Nelson Mandela University, South Africa (1996-1999).

User Experience Design, General Assembly, Sydney (2014).

Human-Centred Design and Service Design, Meld Studio, Sydney (2019-2020).

Selected working tools

Figma, FigJam, Miro, Adobe Creative Suite, Dovetail, Maze, UserTesting.com, Mixpanel, GA4, Google Tag Manager, Shopify, Loop, Google Sheets, Jira, Confluence, Python, Zapier and AI-assisted tools including ChatGPT, Claude and Codex.