Design anthropologist | Research, strategy, design and applied AI

I find and release hidden value.

I make sure ideas, products, services and experiences survive contact with real people and real organisations.

I discover new opportunities, unlock existing value, solve business problems and improve products, services and ways of working as markets, technology and people's needs change. I work with businesses, government, consultancies and in-house teams across physical and digital settings.

Available for defined assignments, freelance projects, contracts and consulting partnerships.

WHAT YOU CAN COMMISSION

Research and insights

Qualitative research, ethnography, interviews, observation, cultural analysis, customer and market intelligence, synthesis and research reports.

Strategy, innovation and commercialisation

Opportunity discovery, strategic reviews, competitive intelligence, value propositions, commercial concepts and business case development.

Product, service and experience design

Product discovery, personas, customer journeys, service blueprints, experience strategy, concept development, prototyping and testing.

Business analysis and transformation

Requirements discovery, workflow and process analysis, organisational research, change, technology adoption and evaluation.

Applied AI and knowledge systems

AI opportunity and readiness assessment, AI-enabled research, workflow design, agent prototyping, expert knowledge capture and evaluation.

Consulting and project delivery

Research programmes, workshops, proposals, pitches, specialist advice, capability development and project leadership.

How to engage me

Commission a specific piece of work, bring me into an existing team or engage me to take responsibility for a complete project.

WHAT DESIGN ANTHROPOLOGY ADDS

Rigorous enough to trust, practical enough to use

I investigate how culture, relationships and everyday practices shape what people value and how work gets done. I combine theoretical depth, rigorous research, commercial judgement and practical design to challenge assumptions, uncover opportunities and develop solutions that work. Recommendations remain traceable to evidence.

Contemporary practice

I use source-checked AI workflows to extend research, analysis and prototyping, and design agents around expert judgement. AI extends the work; it does not replace critical interpretation or human accountability.

Education and continuing development

Master of Design (Design Anthropology)
Swinburne University of Technology

Bachelor of Social Science (Honours) — Anthropology
University of Queensland

Bachelor of Arts — Anthropology and Journalism
University of Queensland

Executive education — innovation management, strategic foresight and leading through influence
Swinburne University of Technology

No Code AI and Machine Learning: Building Data Science Solutions
MIT Professional Education

AI Ethics
University of Melbourne

DIGITAL TRANSFORMATION AGENCY / RESEARCH & DESIGN

Procurement policy into digital experience

Connecting procurement strategy with institutional practice and service design

What was at stake

BuyICT presented procurement as a linear process, while people picked up different tasks at different times. I investigated buyer and supplier practice, combining qualitative inquiry with survey and service-use evidence.

What I developed

I recommended a modular approach so people could access the procurement tasks they needed. I investigated supplier licensing risks with policy and legal colleagues and tested alternatives with buyers. Outputs included strategic options, procurement guidance, service maps, tested concepts and onboarding journeys.

The research connected policy and service decisions with how procurement works in practice.

Business analysis · Policy research · Strategy · Service design

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Discovery grounded in actual work

I was responsible for a five-week digital-channel research workstream, coordinating around 30 interviews and documentary review. Different provider and client working contexts changed the framing. I delivered a substantiated case for change and reusable AI-assisted evidence workflows, retaining source checks and human accountability.

Qualitative discovery · AI-enabled synthesis

ATLASSIAN / DEVELOPER PRODUCTIVITY

Investigate organisational practice

As Research and Strategy Lead, I examined engineering workflows, professional norms, data definitions and incentives with engineering, people-insights and data specialists. I delivered hypotheses and a research-based framing for what leadership should measure, change and investigate.

Organisational research · Workflow analysis

MAP OF MEDICINE / IMPLEMENTATION

From technology to clinical use

I led the platform's first deployment outside the UK with Queensland Health, aligning clinical-pathway localisation, technical collaboration, training and implementation planning. I subsequently managed NHS London and NHS Wales accounts, connecting client commitments with delivery and adoption.

Implementation · Change · Technology adoption

DESIGN FARM AND FJORD / PRACTICE

Win work and strengthen delivery

With Design Farm, I contributed to winning PresCare's commission, tested three growth propositions for underused kitchen capacity and recommended two pilots. At Fjord, I built research capability across Australian studios through shared methods, training and coaching, and shaped research components of client bids.

Commercialisation · Bids · Capability building

Available for freelance projects, contracts and consulting assignments

Engage me for a defined piece of work, additional project capacity or responsibility for a complete engagement. I work directly with businesses and alongside consultancies, agencies and in-house teams.

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Brisbane-based · Australia and international · Remote, hybrid or on-site