

# Mark Eagleton

Lead Product Designer

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## SUMMARY

Lead product designer with over **25 years experience**, specialising in large-scale enterprise platforms in financial services. Recent work has concentrated on payments, credit risk, and institutional banking systems, with design systems as a sustained area of depth over the last three years. I design and build, contributing directly to production codebases where it materially accelerates decision-making or reduces risk.

## FOCUS

**Enterprise platform design.** Large-scale operational software for internal teams and business customers, designed under organisational and regulatory constraint.

**Design systems.** Establishing the shared foundations that allow product teams to build consistently at scale, with governance calibrated to the operating context.

**Regulated environments.** Financial services, payments, credit risk, and institutional banking, including the design of failure paths, recovery flows, and audit-grade decision trails.

**Operational workflows.** High-volume, high-stakes work in operational environments, designed to reduce errors and cognitive load under time pressure and audit scrutiny.

**Research and problem framing.** Reframing briefs handed down incorrectly or too narrowly, surfacing constraints not yet visible to product or engineering.

**Design and build.** Working prototypes, direct contribution to design system codebases, and AI-assisted handoff structures, used where they materially accelerate decision-making.

## EXPERIENCE

### Wpay

Woolworths Group  
payments

Apr 2023 – present

PAYMENTS  
FINANCIAL SERVICES  
ENTERPRISE PLATFORM  
DESIGN SYSTEMS

### Lead Product Designer (Contract)

Lead designer across the Connect merchant portal, design system, sub-merchant onboarding, terminal inventory management, and corporate gift card registration in New Zealand.

- Established the design system across the Connect platform with tokenised foundations and a cross-functional operating contract across design, front-end, BA, and QA. Front-end developer velocity improved by an estimated **40%**, corroborated by reduced PR rejection rates and lower defects in new teams.
- Reframed sub-merchant onboarding from a sequential form into a state-driven lifecycle with integrated KYC and KYB checks, compressing onboarding from a multi-week manual spreadsheet process into days.
- Designed and shipped a Gemini-ready Figma annotation grammar optimised for AI interpretation, generating structured handoff that feeds JIRA acceptance criteria and boilerplate code. Now in active rollout across the organisation.
- Contributed directly to the design system codebase covering tokens, new components, and adaptations to existing components, reducing single-point-of-failure risk on the front-end developer otherwise carrying system-level changes.

### Macquarie

Risk Management Group

Nov 2021 – Mar 2023

CREDIT RISK  
FINANCIAL SERVICES  
ENTERPRISE PLATFORM  
DESIGN SYSTEMS

### Lead Product Designer (Contract)

Design lead for credit risk assessment platforms and design system delivery within the Risk Management Group.

- Led design strategy for credit risk assessment platforms used by risk management teams, focused on navigation of complex multi-system data and clearer risk decision-making.
- Delivered a design system for the risk management group, including strategy and execution planning, to underpin current and future credit risk platforms.
- Reframed workflow design around risk assessment rather than data capture, reducing cognitive load on credit users operating under audit and regulatory scrutiny.
- Led user research and usability testing across credit risk user groups, translating findings into platform-level constraints rather than feature-level requirements.

**ANZ**

Institutional Banking

Mar 2019 – Aug 2021

INSTITUTIONAL BANKING  
FINANCIAL SERVICES  
CORE BANKING  
.COM CONSOLIDATION

**Lead UX Designer (Contract)**

Core banking application redesign and .com consolidation for corporate and institutional businesses.

- Led experience design for a core banking application used by **1,300** institutional banking employees, redesigning operational workflows for staff handling regulated, high-volume work daily.
- Led the strategic redesign of ANZ's institutional .com presence, consolidating content for businesses with revenues exceeding **\$50 million** into a unified site for a corporate and institutional audience.
- Led discovery for the .com consolidation programme, including stakeholder management across multiple business lines and translating findings into a revised information architecture and a phased delivery approach.
- Delivered high-fidelity designs that supported business engagement, customer testing, and front-end build, partnered with operational teams to ensure designs reflected real workflow constraints.

**EARLIER CONSULTING**

2008 – 2019

Senior and lead UX, CX, and experience design roles across financial services, media, sports, telecommunications, energy, retail, and higher education. Selected engagements.

- NAB** Lead CX consultant on institutional banking portal design and BPay service CX strategy; earlier prototype and CX work on the NextGen core banking replacement programme.
- Deloitte** Senior experience designer on a financial advisory transformation programme, delivered through the client's secure portal environment.
- ANZ (innovation, 2016)** Lead CX, pitching future-state home loan service concepts to the ANZ Group C-Suite including the CEO.
- News Corp** Senior UX consultant on the SuperCoach fantasy sports suite, including the first native SuperCoach app. Year-on-year activation gains followed the 2015 release.
- Tennis Australia** Lead experience designer with the Game Insight Group during the 2018 Australian Open, including the Pro Players' Racquet Room and an unassisted racquet selector built on HawkEye court tech data.
- Others** Telstra, Origin Energy, DT Digital, Sportsbet, RMIT, Kiandra IT, OBS, Stamford Interactive. Lead and senior UX engagements across telecommunications, retail energy, retail, online wagering, higher education, and healthcare.

**EARLIER CAREER**

**Senior UX consultant**

Watson Wyatt Worldwide, UK 2006 – 2008

Led UX for client digital solutions including a SharePoint collaboration portal and a web-based pensions education portal.

**Business analyst**

UK Houses of Parliament 1997 – 2006

Graduate of the Parliamentary service. Worked across departments on business-critical systems.

**EDUCATION**

**MSc Politics and Government**

Birkbeck College, University of London 2001

**BA (Hons) Sociology**

University of Greenwich 1997

**TOOLS**

Figma, Storybook, VS Code, Cursor, Claude Code, OpenSpec, Lucidchart, Confluence, JIRA.