

# Carrie Francis-Miller

PRINCIPAL DESIGNER + DESIGN MANAGER · SYDNEY

carriefrancismiller.com  
linkedin.com/in/carriefrancismiller  
carriefrancismiller@gmail.com

I lead design by staying hands-on in the craft and managing the teams around it. I work best in the complexities of human health and wealth. I design products and build the systems, teams, and decision frameworks that hold them up. I bring that same range to how I work with AI and emerging technology: practically, deliberately, and in service of better product thinking.

## CORE SKILLS

Product design · Design leadership + management · Strategic IC · Design systems · Research + facilitation · Regulated fintech · Health + wellness · AI-assisted design · Cross-functional leadership · Roadmap ownership · Service design · IoT + hardware · Design ops · Figma · Prototyping

## EXPERIENCE

2021-2026

### Block

Afterpay · Cash App · Money by Afterpay  
Principal Designer + Design Manager

2016-2021

### ustwo

Design Principal

2016

### Contract + Consult

ClassPass · Zipongo  
Design Lead

2013-2015

### Orange Chef

Founding Designer → Design Director

2013-2014

### Subtext

UX Design Consultant

2011-2013

### Creo Agency

UX + UI Designer

2010-2011

### Nike

Product, Graphic + Color Designer

2008-2010

### Freelance + Studio Work

Murmur Creative · Weights + Pulleys · Parliament Design  
Product Designer

## EDUCATION

2021	<b>Mental Health First Aid Australia</b> Accredited Mental Health First Aider
2007–2010	<b>Portland State University</b> B.A. Graphic Design · Magna cum laude

## ACCOLADES

2022	<b>Mumbrella Award</b> Shortlisted with Pedestrian.tv · Money by Afterpay
2016	<b>Acquired by Yummly / Whirlpool</b> Orange Chef
2015	<b>Apple global iPad campaign</b> Featured · 'Everything Changes with iPad' · Prep Pad
2014	<b>Evernote Platform Award</b> Best Food App · Prep Pad
2013	<b>Google Ventures</b> Portfolio investment · Orange Chef

## COACHING

2020–2021	<b>UTS</b> Course coach · Design and Innovation MBA
2017–2021	<b>ustwo</b> Mentor · Internal mentoring program
2016–2020	<b>Academy Xi</b> Course coach · guest speaker · mentor
2014–2015	<b>Tradecraft</b> Speaker + mentor · Product design

## SPEAKING

2025	<b>Block leadership panel</b> Panel speaker · Inclusion + Diversity in Leadership
2021	<b>Nerds of Business podcast</b> Guest · Product design practice expert
2019	<b>Academy Xi panel</b> Panel speaker · Burnout and sustainable practice in design
2018	<b>Sydney Designers meetup</b> Speaker · 'Parallel worlds'
2018	<b>CBA Small Business Convention</b> Speaker · UX in practice

## THOUGHTWORK

2022	<b>Change Your Mind</b> ustwo · Cognitive bias and reflective thinking for design practitioners
2019	<b>Work intentions setting</b> ustwo · Guided framework adopted into performance review cycle
2018–2019	<b>Human-Centred Data</b> ustwo · Methodology, Google engagement, workshops + hackathon, CBA Design podcast guest
2018–2019	<b>Design Wayfinding</b> ustwo · Researcher + Author · Flexible, non-dogmatic principles and approach to design process

## CLIENTS

## + COLLABORATORS

Google · Apple · Block · Afterpay · Cash App · Nike · Google Ventures · ustwo · Qantas · Cochlear · American Express · Commonwealth Bank · ClassPass · Eli Lilly

Available for design leadership and principal IC roles in fintech, healthtech, and regulated consumer products · Sydney, AU (open to remote)