

Heather Mascall

Lead User Experience Designer & Developer . Design Systems & Production Code

24 years experience across physical environments and digital solutions, with a human-centred approach to UX, UI design and development.

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PROFILE

24 years designing physical and digital experience. Often in parallel, not in sequence. Human-centred UX/UI, end to end: discovery, design, build.

Lead User Experience Designer who ships production code. 24 years across physical space design, digital architecture and human-centred UX. Vue.js, React and TypeScript in production, component libraries in Storybook, WCAG 2.2 delivered into federal government systems. Lead developer on Western Power's public outages map, live and in active use across WA. Currently driving AI-accelerated design, development and delivery workflows at Insight.

December 2016 to November 2020. Four years running two roles at once: front-end and full-stack development on an ASX-listed cloud and data-centre platform (1-2 days a week, going full-time at the ASX listing), and estimating, drafting and technical consulting on signage, exhibition and museum fitouts. Not a career that moved from physical design to digital. Both ran simultaneously, for four years.

EXPERIENCE

Insight Perth, WA · Hybrid · Full-time

Lead User Experience Designer Jan 2026 – Present

Senior User Experience Designer Feb 2024 – Jan 2026

Fortune 500 global technology consultancy. UX and design delivery across federal, state government and enterprise clients. Promoted to Lead in January 2026.

Stack: React · TypeScript · Figma · Power Pages · Power Platform · Dataverse · Power Automate · Azure

- **Public Transport Authority: Legacy Customer Information System replacement.** Led the winning bid: prepared tender, estimations and pitch deck, with support from the Insight team. Co-facilitated discovery across 13 stakeholder groups (26 individuals), 5 design thinking workshops with 53 attendees, producing 4 personas and a service blueprint. As sole remaining Insight consultant, authored the CIS Performance Framework and the Functional Specification, working directly alongside PTA's project lead. The CIS Performance Framework is a governance instrument: 10 performance criteria with defined failure conditions, measurement formulae and remediation; 14 journey decision points across 6 journey types; 8 customer zones; a 3-tier STIM concept design with a network rollout model. Approved into PTA's assessment process for greenfield and brownfield projects.
- **Public Transport Authority: Bus disruptions discovery and design.** Supported PTA in improving how bus disruptions from third-party works are assessed, coordinated and communicated. Co-facilitated discovery workshops; delivered a current-state process map, findings pack and ROM/SOW inputs supporting funding decisions. Invited back for Phase 2.
- **Federal Government Application Portal.** Consolidated a federal client's fragmented multi-portal services into a single WCAG 2.2-aligned customer portal across four user groups (applicants, representatives, contributors, organisations). Co-facilitated 9 workshops across the transformation programme. Hands-on Power Pages developer within federal delivery guardrails. Built on Microsoft D365, Power Pages, Dataverse and Power Automate.
- **WA Electoral Commission: Online Disclosure System.** UX, business analysis and technical leadership across 3 major releases of the statutory platform for political donation disclosure. Facilitated design thinking workshops with 7 separate political parties, engaging each independently to capture what worked and what did not, operating as an impartial contractor across stakeholders with directly competing interests. Synthesised the results into one secure, accessible system, translating evolving electoral legislation into platform requirements.

- **CDC online customer portal.** UX/UI design and Power Platform development on a CRM and customer portal delivery, joined mid-project. Customer-facing and internal interface design, responsive front-end (advanced CSS, Liquid scripting) and Power Platform build across Power Apps, Power Automate and Power Pages. Contributed to showcases, workshops, as-built documentation and training materials for handover and adoption.
- **State emergency services: Digital safety self-assessment tool.** Senior UX Designer and React developer on a public-facing fire safety self-assessment tool for a state emergency services authority, leading design and development. Custom React front-end integrated with Power Pages templates; used Figma MCP extensively to convert designs, tokens, primitives and components into code. Built on React, Power Pages, Dataverse and Power Automate, with a model-driven app for internal data management. Prioritised accessibility and responsiveness for high-risk and mobility-impaired users.
- **AI accelerators and enablement.** Built a reusable AI-powered presentation generation accelerator as an Insight consulting framework, architected for Claude, Claude Code, Copilot 365 and GitHub Copilot. First deployed for a university client on Claude and Claude Code, translating brand guidelines into a productised AI skill.
- **Australian Red Cross Lifeblood: Digital Twins PoC.** Co-authored the high-level design for a proof of concept modelling a platelet pooling laboratory as an Azure Digital Twin. Led 3D visualisation; created all 3D models in SketchUp Pro (centrifuges, macopresses, sterile docking stations, platelet agitators and supporting equipment). Contributed plan, architecture, estimation and 3D renders for the front-end visualisation layer.
- **Local Government and Industrial Regulation: Web systems.** Embedded Web Systems Analyst and Developer on a client placement. Building and maintaining web systems with DevOps pipelines and deployments running in production.
- **Presales and bids.** Contributed to 7+ presales engagements across government, mining and not-for-profit, including a successful NT Government tender win.

Capgemini (acquired Empired) Perth, WA · Hybrid · Full-time

Lead Consultant Sep 2023 – Feb 2024

Senior Consultant Jul 2022 – Sep 2023

UX Consultant, Empired Apr 2022 – Jul 2022

Tier 1 global consultancy (Empired acquired by Capgemini, merger concluded June 2022). Front-end and full-stack delivery on large public utility and resources programmes.

Stack: Vue.js · React · TypeScript · .NET · Optimizely · ArcGIS · Storybook · Python

- **Western Power: Outages map.** Lead developer on Western Power's public real-time outage map: Vue.js with ArcGIS integration, .NET and Optimizely, serving more than one million customers across 255,000+ km². Launched 31 October 2023; live and in active use. The map provides outage timeline and response views, saved favourite locations, and planned outages visible 10 days ahead.
 - **Western Power: Website rebuild.** 2nd lead front-end/full-stack developer on the complete rebuild: Optimizely, Vue.js and a Storybook component library. Promoted to front-end squad leader within 3 weeks.
 - **Western Power: MyWP portal.** Provided hypercare for Release 1, debugging front-end, back-end and integrations via Mulesoft, then sole developer delivering both front-end and back-end for Release 1.1 of the commercial and residential customer portal. Complex integration across PowerApps, Dynamics, Azure and a legacy application.
 - **Anglo American: Geoscience ML platform.** Front-end developer inside a programme of 8 projects and 70+ developers, building an ML tool predicting copper porphyry deposit fertility from core samples and lab results. React/TypeScript front-end; Jupyter Notebooks, Docker Desktop, WSL2, SAFe Agile. Also ran the UX design workshops and user testing sessions. First enterprise AI/ML project.
 - **Rio Tinto: Rail network operations.** Developer on an operational system monitoring ore train positions across Rio Tinto's rail network in near real time. F# services layer with publish-and-subscribe messaging architecture. Bug fixing and feature improvements for train controllers; business analysis across the whole system.
 - **Mentored junior developers and testers;** consulted into architecture and management forums.
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DC Two Limited (now Adisyn Ltd, ASX:AI1)

Bibra Lake, WA · Part-time (1–2 days/week) Dec 2016 – Nov 2020 · Full-time Nov 2020 – Apr 2022

Creative Lead | Front-End Developer, Branding & Marketing Dec 2016 – Apr 2022

ASX-listed Perth company: enterprise cloud, managed hosting and data centre services. Three service arms: Cloud Services, DC Modular (containerised data centres) and DC Soft (software assets). Joined as sole front-end developer; mentored into full-stack by the lead architect over five years; grew into second of two technical leads across a team of four developers.

Stack: PHP · React · Figma · jQuery · PostgreSQL · CSS · HTML5

- **DC Modular V1 PDU and device interface.** Advocated for and built a React proof of concept wired to real telemetry after the lead architect and Managing Director needed to see how it would integrate with the existing PHP platform, device-side telemetry and data centre security and networking. The resulting interface went into production across the metro data centre and remote off-grid modular sites, establishing React as a viable direction for the platform.
 - **DC Modular V2 pod data centre dashboard.** Figma wireframes and React component development: drag-and-drop floor plan view, responsive widgets, colour indicators and animated states for sensors and device status. Proved with real telemetry in the development environment only and never deployed: the earliest precursor to the digital-twin and spatial-UX work at Insight.
 - **ASX listing (10 Nov 2020).** Client-side lead for the marketing and communications workstream, directing five external specialist providers (stockbroking firm, design agency, videographer, social media advisor, SEO agency) and integrating their output into a single coherent programme.
 - **DC Portal.** Co-developed CMS/client portal for cloud hosting management, SPLA software auditing and automated billing across hundreds of clients and resellers.
 - **Brand specification (2017).** Defined type scale, colour tokens with paired CMYK/hex values, four logo variants with explicit usage rules, and documented watermark treatment. Early design-systems evidence predating Storybook at Capgemini.
 - **DC Modular: brand and launch.** Designed the brand identity and go-to-market collateral for DC Two's modular data-centre product: containerised pods deployed at renewable energy sites across WA and Victoria. Sub-brand, sales brochure, infographics and marketing page.
 - **DC Modular: portal and PDU integration.** Extended the DC Portal dashboard to remotely monitor the modular units. Built the portal-side integration for DC Two's bespoke designed power distribution unit (PDU): per-rig telemetry, on/off state and uptime surfaced per customer, with power draw feeding an automated billing calculation consolidated into a single invoice per customer. Directly responsible for the React interface, portal-side integration, readouts and billing calculation; the device-side IoT code was owned by another developer.
 - **Office and data centre fitout.** Designed and drafted the complete physical fitout and environmental graphics for DC Two's premises. Never implemented; the build did not proceed.
 - **DC Tel website.** Custom responsive build (PHP, HTML5, CSS) with full UX/UI design.
 - **Led the marketing, brand and communications function across DC Two and subsidiaries.** Signage and wayfinding for DC Two's office and data centre facilities: designed, drafted, project managed through to installation. SEO implementation, social media strategy across LinkedIn, Twitter and Facebook.
 - **Practice and culture.** First to introduce and champion UX design at the company. Close adviser to the Director and senior management on brand, product and strategic communications. Exposure to ISO 27001 quality-system accreditation and implementation.
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The Factory (Australia) Pty Ltd

Balcatta, WA · Full-time to Dec 2016, then part-time · Concurrent with DC Two Dec 2016 to Nov 2020

Senior Estimator · Drafting · Design Architect · Graphic Design Feb 2013 – Nov 2020

Perth's most awarded signage company, 33+ years. Signage and environmental graphics for corporate fitouts, exhibitions and specialist museum fitouts. Operated as the critical bridge between design intent and physical fabrication reality: fluent across metal fabricators, cabinet makers, print suppliers and installers; working back from material and process limitations to find bespoke solutions.

Stack: SketchUp Pro · SolidWorks · Adobe Creative Suite · WorkflowMax · Qorus

- **Woodside HQ, Mia Yellagonga.** \$800k+ signage and environmental graphics contract, the largest project the companies had won. Lead estimator for Woodside Energy's global HQ (29 levels, ~64,000 m²). Advised the lead designer on wayfinding strategy. Project liaison direct to Multiplex (builder).
- **MAGNA Award 2019, Australian Museums and Galleries Association.** State Timber Museum at Manjimup Heritage Park. A team award for someone else's design. My role was making it buildable: lead estimator and museum specialist adviser to the interior designers and architect.
- **NextDC data centre.** Estimated, designed, drafted and specified 3 large illuminated lightbox SKY signs. Full vector shop drawings with engineering coordination; design credit on the title block.
- **Constable Care: Road and transport safety school.** WA's first road and transport safety school: a fabricated town with real roads, a mock life-size Transperth train, and physical beacons produced to drive an AR experience, coordinating directly with the separate agency building the AR layer.
- **Interactive shopping centre displays.** Digital interactive floor screens (children jumped on panels to interact with fish and a crocodile) integrated into a purpose-fabricated play space. Coordinated directly with Chinese suppliers of the floor panel system.
- **Dolphin Discovery Centre, Bunbury.** Estimator supporting the design and fabrication team on an interpretive centre with interactive mirrors, sounds and maps alongside 15 marine aquariums, a touch pool and a theatre.
- **CTF Construction Futures Centre, Belmont.** Australia's first interactive industry exhibition centre, with the Construction Training Fund: an immersive career-exploration experience across 48 exhibits using VR, AR, animation, gamification, interactive touchscreens and hands-on trade activities. The Factory led design, fabrication, project management and installation alongside digital agency OKMG.
- **Creative Driver.** Lead project architect and design lead on a SaaS application for online environmental-graphics editing for the sign and graphics industry. Designed but never commercially launched.
- **Public-art interactive projections.** Coordinated the specialist agencies delivering interactive projection experiences for public-art installations.
- **City of Wanneroo and Joondalup Christmas displays.** Planned the civic streetscape lighting scheme, curated the display range, and sourced and managed the specialist Christmas-display designers and workshops in Europe that produced the figures. Scoped the installation, fixings and traffic management and wrote the winning tenders; the Wanneroo displays are permanently installed. PowerUp! Electricity Museum joinery and furniture package; WA Housing Centre retail display design and shop drawings.
- **Dedicated account manager for Creative Spaces** (multi-award-winning exhibition design studio). Managed fabrication trades in Australia and overseas, including international freight and logistics. Championed and helped integrate WorkflowMax across the business, building the quoting and costing template libraries used company-wide. Formally trained in SolidWorks (employer-funded). 88% hit rate converting estimated jobs to sales (2018 to 2019).

Mascmedia Perth, WA · Self-employed

Co-Founder · Designer · Web Developer Jan 2015 – Aug 2016

Branding, graphic design, print design and production, web design and custom WordPress development (including custom theme builds). Owner/operator during maternity leave, concurrent with The Factory tenure. Clients included Hawker Park Primary School (10,639 unique visitors in 2016), Jaguars West magazine for the Jaguar Car Club of WA (bi-monthly, 34 to 44 pages; longest-standing private client at 6+ years), and GCMS (Gosnells Community Men's Shed, full WordPress build with member logins, gallery and activity directory).

Stack: Adobe Creative Suite · WordPress · PHP · HTML5 · CSS

Earlier Career

Chromagrafx Marketing – Jul to Dec 2012 · West Leederville, WA

Senior Graphic Designer / Marketing Products Manager. Real estate print and marketing, digital press operation, staff management and training. International trade: sourced overseas suppliers, managed weekly importation of goods, pricing and marketing.

Medform Pty Ltd – Jan 2008 to Jul 2012 · Balcatta, WA

Assistant Manager / Graphic, Web & Multimedia Designer. Promoted 2011 to 2IC managing 3 staff. Complex medical forms and pathology stationery for major chains statewide (SKG, Western Diagnostic Pathology, Clinipath). Digital press operator (Fuji Xerox); integrated and operated a variable data online ordering system.

Triton Corporate / Hub Creative – Feb 2003 to Nov 2007 · Osborne Park, WA

Senior Graphic Designer / Web Designer. Boutique agency (4 staff) where breadth was the job: industrial equipment catalogues, bank cheques (security printing), video promotions, newspaper advertising, full brand design and ongoing management. Managed and trained junior designers. Notable rebrand projects including Jacks Winches: early design-systems evidence in defining reusable brand specifications.

ReSolutions Publishing – Jun to Sep 2002 · Osborne Park, WA

Desktop Publisher. Mining and resource magazine publishing: AusIMM Bulletin, PESA News, SPE News, Exploration Geophysics, Preview. Publications of 30 to 130+ pages; coordination with contributors, advertisers and multiple editors. Pre-press and PDF preflighting for high-resolution printing.

Kimberley Rum Company / Canefire – Mar 2025 · Freelance

Label Designer. Label design for the Canefire R2D 375ml rum range in Adobe Illustrator: Classic Layout, Rum Dry Lime, White Rum Soda Lime and White Common Underprint variants, plus print coordination.

SKILLS

FRONT-END Vue.js , React , TypeScript , JavaScript , HTML5 , CSS , .NET , MVC , Responsive Design

DESIGN SYSTEMS Storybook , Component Libraries , Atomic Design , Figma

DESIGN Figma , Prototyping , Wireframing , User Research , Usability Testing , Design Workshops , Design Leadership , Miro

ACCESSIBILITY WCAG 2.2 , axe , WAVE , Lighthouse , Siteimprove , Manual & Keyboard Testing

AI GitHub Copilot , Claude , Claude Code , Microsoft Copilot 365 , Copilot Studio 365 , Figma AI

PLATFORM Azure , Azure DevOps , Power Platform , D365 , Optimizely , ArcGIS

DEVOPS Azure DevOps , Bitbucket , Jenkins , Power Platform Pipelines , CI/CD Pipelines

BACK-END / DATA PostgreSQL , REST/JSON , PHP , Docker , Python

TESTING Unit Testing , Automated Testing

3D / SPATIAL SketchUp Pro , Maya

DELIVERY Agile , SAFe Agile , JIRA , Confluence

INDUSTRIES

Government (federal, state, local) · Public utilities (energy) · Resources & mining · IT / cloud / data centre · Not-for-profit (health services) · Higher education · Exhibition & museum · Signage & environmental graphics · Medical / pathology · Real estate marketing · Publishing · Retail · FinTech / cryptocurrency

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Multimedia Design 2002

Curtin University of Technology

Majors: Multimedia Design, Usability, 3D modelling & animation (Maya), Interactive DVD authoring

Advanced Diploma, Graphic Design and Multimedia 1999–2001

Central TAFE College of Art, Design and Media

Specialised in graphic design, multimedia design, illustration and photography

Microsoft Certified: AI Transformation Leader Apr 2026

Microsoft

Microsoft Certified: AI Business Professional Apr 2026

Microsoft

Design Thinking Apr 2024

Interaction Design Foundation

Simplifying Web Development with Accessibility Best Practices Apr 2022

LinkedIn

CLEARANCE

Active AGSVA Baseline Security Clearance (granted November 2025)

AWARDS & RECOGNITION

WiTWA Tech[+] Award nominee, 2025 – Design, Analysis & Product Management. Nominated by Insight senior leadership; also shortlisted for the People's Choice Award.

MAGNA Award 2019 – State Timber Museum at Manjimup Heritage Park. Team award, Australian Museums and Galleries Association. Lead estimator and museum specialist adviser to the interior designers and architect.

COMMUNITY & PROFESSIONAL DEVELOPMENT

UXCamp Perth | Boorloo – attendee 2024 and 2025.

Friends of Figma Perth – attendee.

Perth Wildlife Hospital – volunteer.