

Holly Dann

UI/UX Designer | Brisbane, QLD | Australian & British Citizen

Portfolio: holly-designs.com

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Summary

Senior UI/UX designer with 8+ years as the lead designer at YQueue (a hospitality and retail ordering SaaS company). Working across Singapore, Australia and Malaysia, I've designed nine live apps and websites end-to-end. My work has included kiosk applications, mobile ordering applications and merchant tools that process **\$70M+** in annual orders with **400+ merchants** and **100k+ registered users**. I build developer-ready design systems and made decisions through usability testing.

Experience

YQueue | Australia & Singapore

Senior UI/UX Designer (2020 - 2026)

UI/UX Designer (2017 - 2020)

Originally hired to redesign the prototyped ordering app. Transitioned to the lead designer for all products, reporting directly to the CTO. Key achievements and responsibilities included:

- Cut service-switching decision time from **20s to 3.5s (82% faster)**
- Cut add-to-cart decision time from **26.5s to 19.3s (27% faster)**

- Increased average **items per order from 2 to 3**, increasing average order value from **\$6.10 to \$8.14 (33% increase)**
- Reduced item customisation time in the ordering app from **27.5s to 23.2s (16% faster)**
- Created and maintained 7 design systems; design documentation and ran change management, speeding up developer handoff and reduced developer rework
- Assessed feature requests with stakeholders up to C-level; wrote user stories and requirements
- Ran user research including usability testing, A/B testing, surveys, user interviews and on-site observation

Products

Kiosk Ordering App **LIVE**

[iOS](#) / [Android](#)

Running at **300+ merchants**. A multi-service (takeaway, dine-in, retail) kiosk that supports item customisation, loyalty, upsells, custom layouts and colour schemes, terminal and QR payments, and multiple languages.

Mobile Ordering App **LIVE**

[iOS](#) / [Android](#) / [Web](#)

Takeaway, dine-in, delivery and retail QR/mobile ordering application with **100k+ registered users**.

Point Of Sale (POS) **LIVE**

[iOS](#) / [Android](#)

Order editing, payments, status updates, push notifications and settings management for front of house staff.

Order Management System (OMS) **LIVE**

[iOS / Android](#)

Simplified real-time order management for front of house staff at low-volume and cash-free businesses.

Merchant Console **LIVE**

[Web](#)

Fine-grain control of platform-wide settings, integrations (including payment gateways), reporting and staff management.

Order Display **LIVE**

[Web](#)

Wall-mounted screen for high-volume merchants, showing which orders are preparing and which are ready.

YQueue Website **LIVE**

[Web](#)

Merchant-facing marketing site that converts prospective merchants into customers.

CRM **IN-DEVELOPMENT**

[iOS / Android / Web](#)

An in-development CRM solution for businesses to architect and manage loyalty programmes for their customers across our ordering touch points.

Hotel Kiosk **IN-DEVELOPMENT**

[iOS / Android](#)

Self-service check-in and check-out, stay extensions, room key collection and payments.

Skills

UX Design

User research / usability testing, user interviews, surveys, A/B testing, data-informed design UX, journey mapping, user flows and information architecture.

UI Design

Wireframing, prototyping, visual design, design systems, component libraries, responsive design, scalable designs, accessibility and WCAG.

Product & Delivery

Product discovery, requirements gathering, user stories, cross-functional collaboration, competitor analysis and developer handoff.

Business

B2B and B2C, SaaS, start-up, hospitality, F&B, hotel and retail

Tools

Figma, FigJam, Figma Make, Figma Motion, Maze, Claude, Claude Design, Adobe Illustrator, Adobe Photoshop, GitHub, YouTrack and Slack.

Education

The Sixth Form College Colchester

GCE AS 2012 - 2013

Art & design - photography, Art & design - textiles, film studies and English