

## MEDIA RELEASE

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### From Nike to Government UX Designer

Bethany Moran, is an SAE Creative Media Institute design graduate and a Senior UX Designer at the NSW Government Department of Planning and Environment. In this interview, Bethany shares her transformative journey from Albury-Wodonga, to her valuable experiences studying at SAE Sydney, working with Nike employees at their headquarters in Portland to her current position at the NSW government.

Bethany's early passion for technology and web development led her on a remarkable path. Growing up in Albury-Wodonga, she recalls exploring website coding, and recognised the importance of formal learning. With a lack of options locally, she decided to pursue design in Sydney, ultimately choosing SAE.

"I absolutely loved my time at SAE; it was one of the best decisions I've ever made," Bethany said. "At the time a lot of university courses were focussed on print design, however SAE's design course structure was targeted towards web design and digital experience, which is where I wanted to expand my skill set."

Bethany's time at SAE and the diverse expertise of the lecturers empowered her with the necessary skills and mindset to excel in her career. "All the teachers I had were very different in terms of their skills - some were knowledgeable in graphic design while others had a business mindset," she added. "I felt my tutors really knew me and cared about my career and where I was wanting to go."

Upon joining the NSW Government, Bethany's role as a Senior UX Designer primarily focuses on website design and user experience enhancement. Through user interviews and in-depth research, she strives to understand the needs of stakeholders, ultimately driving improvements in digital systems.

"There's a lot of workshops as well with stakeholders internally and externally to get everyone's input into what's the best user experience," Bethany explained.

Bethany's expertise extends beyond government work. Previously she was the Head of Product Design at Liftango, a startup focused on shared transport, and she had the opportunity to collaborate closely with Nike and its employees to develop an internal app for carpooling and navigation within Nike's vast headquarters in Portland.

"I really enjoyed working on that and running workshops with Nike employees, and the success of that project has meant that the app is still being widely used by Nike's staff today."

Reflecting on the integration of AI in her work, Bethany highlights its supportive role. "There's certain parts of creativity that can never be replaced by a robot," she emphasised. "I don't think it's replacing



ANIMATION



AUDIO

CREATIVE  
INDUSTRIESCREATIVE  
TECHNOLOGIES

DESIGN



FILM



GAMES



MUSIC

our skills, it's supporting us to streamline tasks and be more efficient, so in my case, I can focus on the core aspects of design and user experience.”

For those students who aspire to have a career as a UX designer, Bethany expressed the importance of showcasing their enthusiasm for projects. "The people that stand out in the industry are the ones where you can really see that passion and drive behind what they're trying to accomplish with their work," she revealed. "I would recommend people focus on the 'why' behind their design - why they're doing what they're doing, and that will lead to impactful and meaningful solutions.”

With SAE's design courses moving online, Bethany explained what this might mean for the next generation of designers who aren't able to live in metro areas.

“Unfortunately, there were no opportunities available in my hometown, and I was lucky enough to be in a position to make the move to Sydney, however, not everyone has that privilege” she said. “By making the course available online, SAE can support aspiring designers who wouldn't have had the chance otherwise.

“It just makes sense, given a digital job is accessible from anywhere. By doing this, you allow so many more people to study and achieve their dream jobs.”

***SAE provides designers with the skills, equipment, mentorship, and connections to turn their ideas into realities. Find out more about studying design online at [sae.edu.au](http://sae.edu.au)***

**-ENDS-**

## About SAE

SAE Creative Media Institute is the place for creatives and innovators. Since 1976 we've been the leaders in creative media education across animation, audio, creative industries, design, film, games, and music. Every year, we support students globally to develop the skills and experience needed to carve successful careers. Students enjoy access to the latest technology and are taught by industry-experienced faculty, while putting their skills to the test in small class environments. Our graduates become part of a highly-respected global community of creatives that's been around for over 40 years. We pride ourselves on being technically explorative, transformative and brave through our range of creative media education, from short courses and professional training through to bachelor and postgraduate degrees. In Australia, our courses are delivered at campuses in Sydney, Brisbane, Byron Bay, Melbourne, Perth and Adelaide. SAE is a part of Navitas Pty Ltd. More information about SAE is available at [sae.edu.au](http://sae.edu.au).

## For more information:

Barry de Silva, National Communications Manager

Phone: 0498 004 023

Email: [barry.desilva@sae.edu.au](mailto:barry.desilva@sae.edu.au)



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