

William Stone

Sydney, NSW | stonewilliammark@gmail.com

Professional Summary

Currently designing the systems that help teams build products with AI: the shared tooling, reusable assets, and agentic workflows that raise what the whole team can build. Seven years rooted in UX, human-centred design, and service design, and still hands-on with UX and product design across several of CommBank iQ's products. Now working across design, product, and AI, using agents to expand what one designer can ship and lead. Recipient of Quantum's Reach for Remarkable award.

Core Competencies

- User Experience Design
- Service Design
- Design Engineering
- Service Blueprinting
- AI Workspace & Harness Design
- Product Design
- Design Systems Creation
- User Research & Synthesis
- Stakeholder Management
- Data Visualisation

Professional Experience

Quantium

Sydney, NSW | Hybrid | 2021 - Present

AI Design Lead (2026 - Present)

Leading AI-first product design at CommBank iQ, and building the systems and enablement that help the wider organisation work with AI.

- Product owner of the CommBank iQ Libraries: a governed, central way for the business to speed up its AI work without repeating effort.
- Run the AI Champions network, upskilling teams across the organisation in agentic automation and practical AI ways of working.
- Building the agentic workspace, the operating environment the team creates and uses AI in.
- Building the "organisation brain", the organisation-wide knowledge system the Libraries feed into.

Lead UX Designer, Service Designer (2025 - 2026)

Led adoption of AI and shaped AI strategy for CommBank iQ.

CommBank iQ

- Designer and AI SME in a six-person transformation squad developing AI-driven products and services.

- Drove human-centred design across all products and defined the AI experience for customers.

Quantum Initiatives

- Provided strategic design guidance across Woolworths, Telstra, NSW Government and internal Quantum products.

Senior UX Designer, Service Designer (Oct 2023 - 2025)

Led strategic design initiatives for enterprise clients and internal products.

CommBank iQ Projects

- Spearheaded product strategy and user experience for an AI-powered financial insights tool that set the framework and example for future CommBank iQ products.
- Designed and delivered the Council iQ platform serving 50+ councils, helping measure the impact of community initiatives on residents, visitors and local businesses. Created the 'So What Stories' framework to advocate for user-friendly design in an analytics-focused environment, shifting how stakeholders saw data presentation.
- Designed and delivered the Market Monitor iQ platform now serving 70+ organisations, establishing foundational patterns for CommBank iQ's web products. Led implementation of scalable design practices including MVP testing, feature prioritisation, and responsive UI standards.

Quantum Initiatives

- Led the cultural shift towards collaborative ways of working through structured epics.
- Project-managed design-system contributions, roadmapping and prioritising them; introduced and led the rollout of semantic tokens.
- Mentored junior designers and contributed to design-practice maturity.

Contributor UX Designer, Service Designer (Mar 2022 - Oct 2023)

Led multiple strategic client engagements.

Enterprise Retail Solutions

- Simplified Woolworths' Quick Assist for store personnel, turning many dashboards into one simple, easy-to-use and mobile-friendly store daily management tool.
- Designed the Quantum Portal for ASDA Supermarkets, providing access to the products and educational materials built for them.
- Provided service design across NSW Government, including a full service blueprint of the Department of Education's internal data-request services and a Department of Customer Service data-pipeline mapping.

Associate UX Designer (Jul 2021 - Feb 2022)

- Conducted user research and synthesis for Woolworths' Next Gen Slotter, working closely with Category Managers to understand their promotional planning needs.
- Led the design of Wpay's data & analytics platform, transforming complex enterprise payment data into actionable insights for business decision-makers.

General Assembly

Sydney, NSW | 2020 - 2021

UX Instructional Associate (Contract, Mar 2021 - Jun 2021)

- Taught UX design to adult learners in an intensive 13-week, project-based program.
- Guided students through the core skills of the entire UX design process across five projects.

UX Design Immersive (Nov 2020 - Mar 2021)

- Completed an intensive 12-week, project-based UX design program.
- Covered the entire UX design process, plus strategic thinking, collaboration, communication and client management.

Education

Bachelor of Design (Communication Design) - Industrial Design Major
Swinburne University of Technology
Graduated 2018

Tools & Technologies

- Design: Figma, Adobe Creative Suite
- AI & Development: Claude Code, V0, Vercel, VS Code
- Collaboration: JIRA, Github
- Documentation: Confluence, SharePoint, Google Workspace

Professional Development

- People Lead Essentials - Quantum, 2023
- People Lead Accelerator - Quantum, 2024