Product Design Portfolio

Alex Burman

Hello! I'm *Alex*.

I design products that put people first. whether that's a physical object in their hands or a digital experience on their screen. My approach combines industrial design thinking with UX principles, always asking: "How can this be easier? More intuitive? More human?" I earned my degree in Industrial Design with Honours and a UX Design certificate, but what really drives my work is empathy. I'm passionate about solving problems by truly understanding the people I'm designing for.

About me

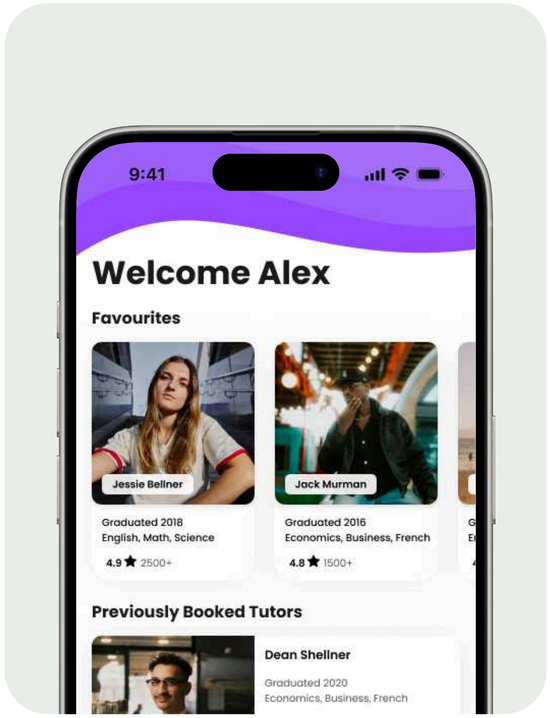
Beyond design, I'm passionate about travel, photography, staying active and always up for fun and different experiences.

Projects

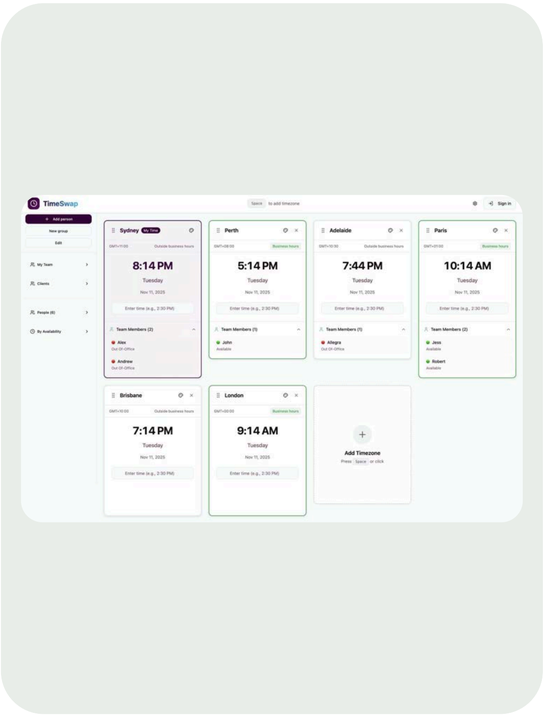
This portfolio features two UX Design projects and two Industrial Design projects. each demonstrating how I solve problems and craft intuitive experiences across different mediums.

Please note: Due to NDA agreements, several projects completed during industry work cannot be included in this portfolio.

Selected Projects



Tutorly



TimeSwap

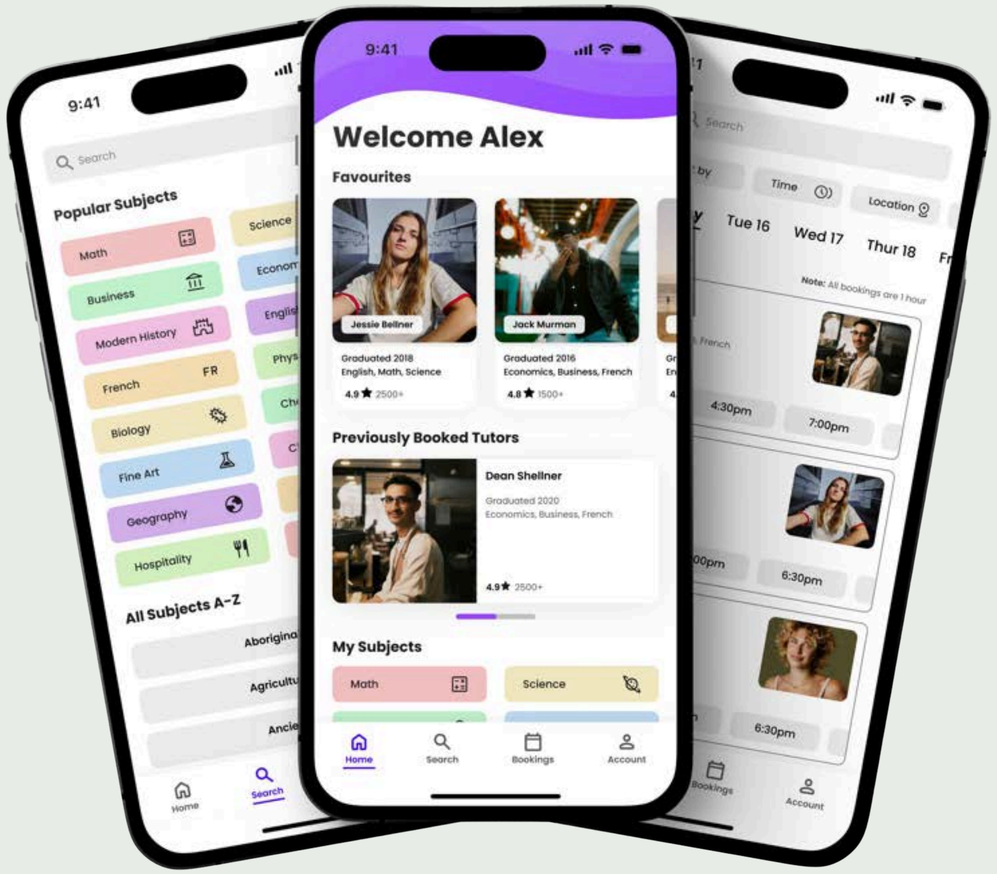
RapidCare

Spinal Fold

Project: Tutorly

An On-Demand Tutor Booking Application

Company	Coursera
Role	Product Lead, and UX Designer

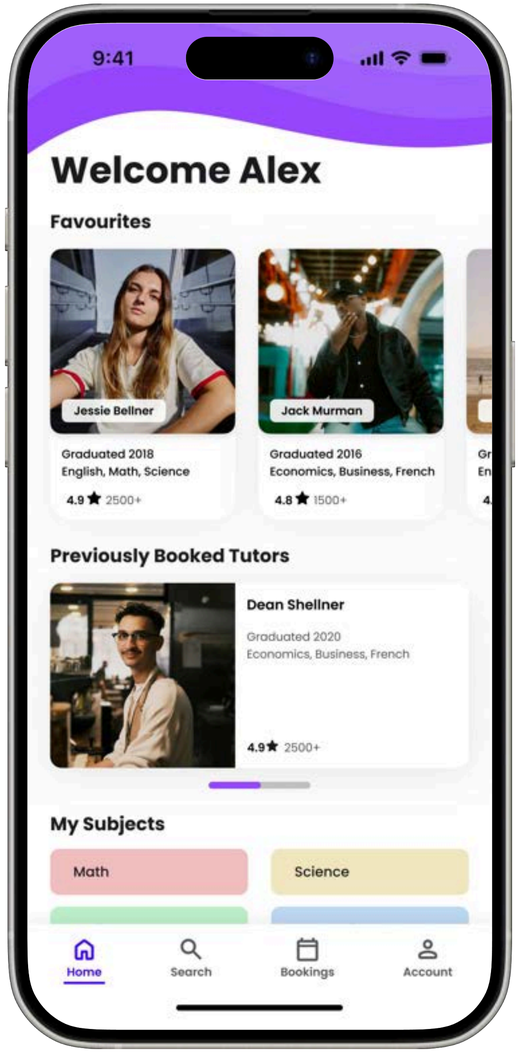


The challenge

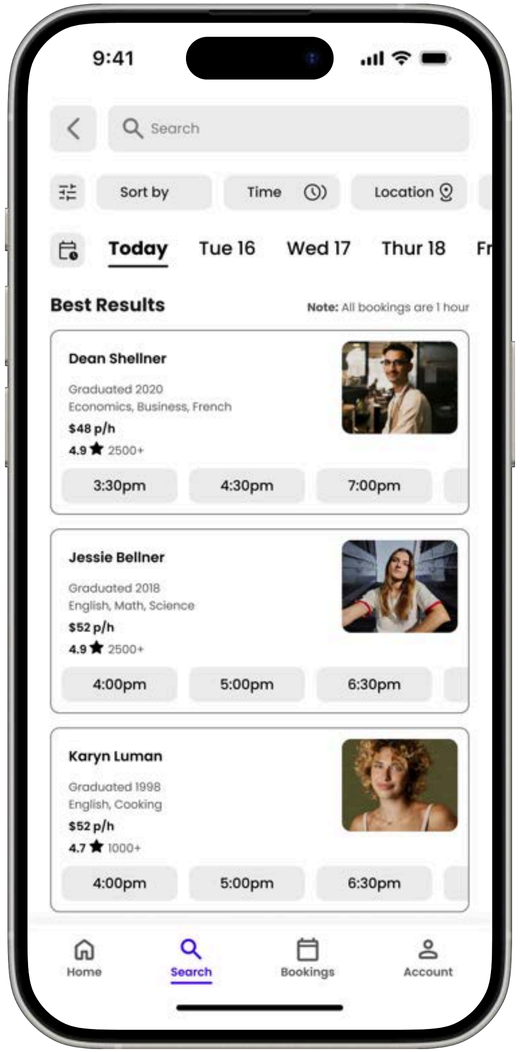
Make finding and booking qualified independent tutors more accessible and transparent for both parents and tutors.

Overview

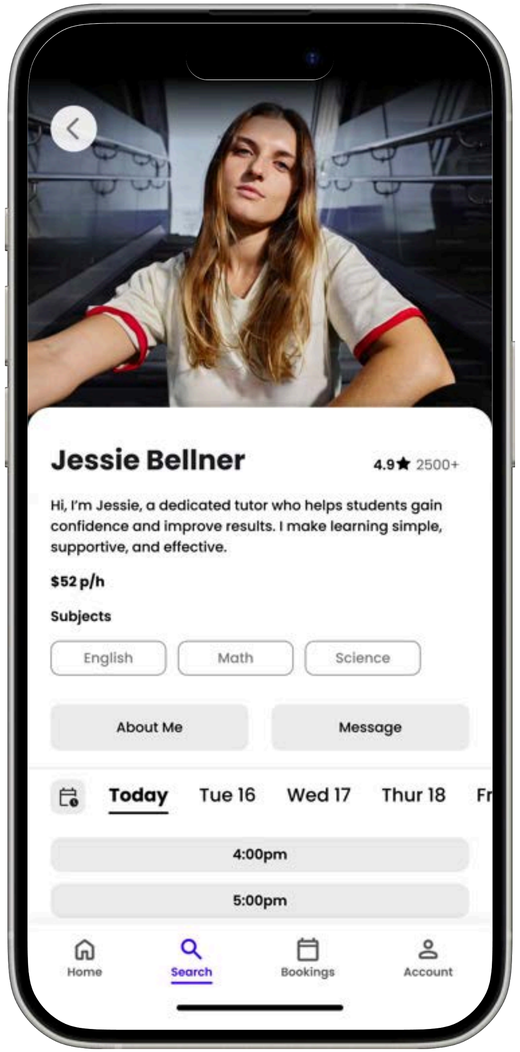
The tutoring marketplace is fragmented: parents struggle to find qualified independent tutors when they need them, while tutors operating independently lack a centralised platform to promote their services, manage their own clients, and control their bookings. This project designed a responsive app and website that empowers tutors to build profiles and manage their business autonomously, while giving parents the tools to search, compare, and book tutors confidently. Through user research and iterative design, the solution creates a transparent, centralised platform that serves both user groups effectively.



Home Page



Search Page



Tutor Page

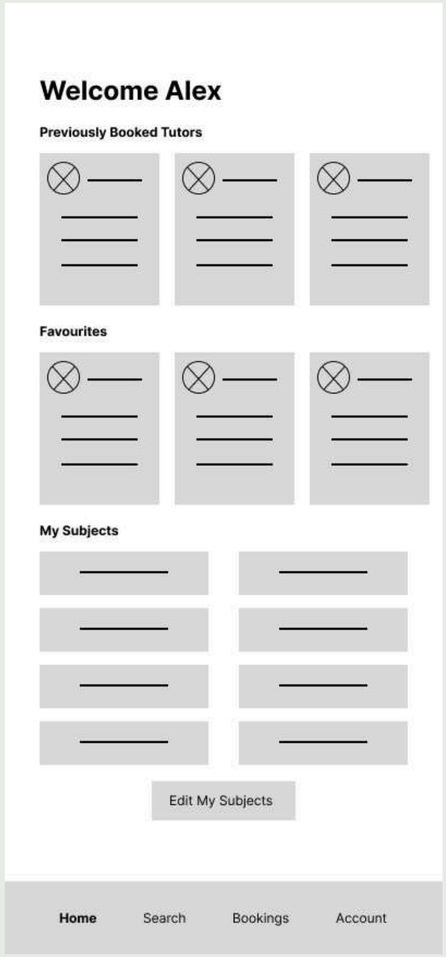
Process and Pain Points

Testing revealed three main challenges that impacted the overall user experience and needed to be addressed through design iteration.

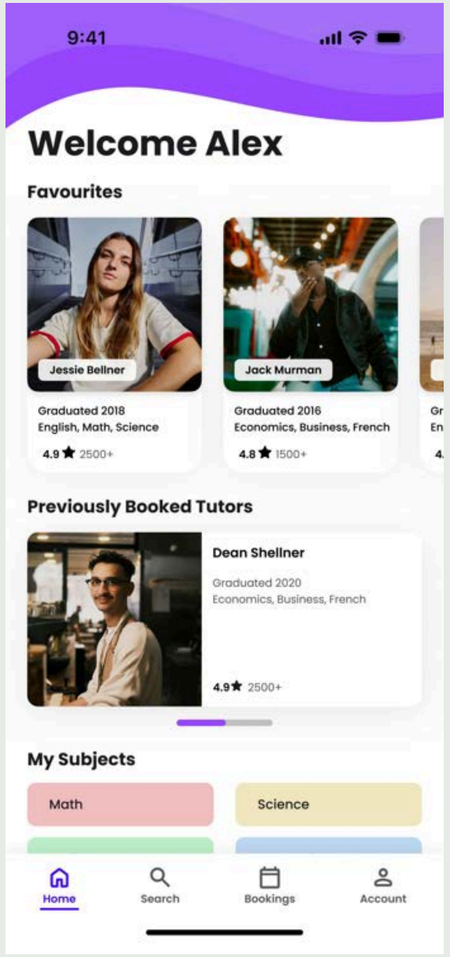
After the arriving at the booking confirmation page, users experienced uncertainty about their next steps. With no clear call-to-action guiding them forward, users felt the flow was incomplete and were unsure whether to return home, manage their bookings, or take another action entirely.

Date selection on the search results page was unclear and difficult to find. This created confusion about which day users were actually booking for, leading to hesitation and potential booking errors that undermined user confidence in the platform.

The home page's repetitive card layout created visual monotony that reduced engagement. Using identical shapes and styling across multiple rows made it difficult for users to distinguish content hierarchy and left the interface feeling static, particularly impacting the crucial first impression.



Before

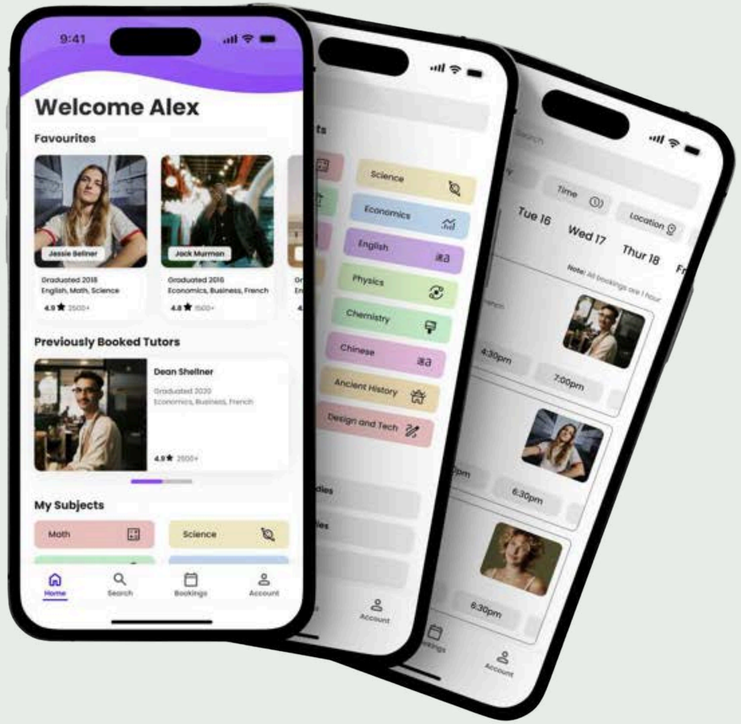


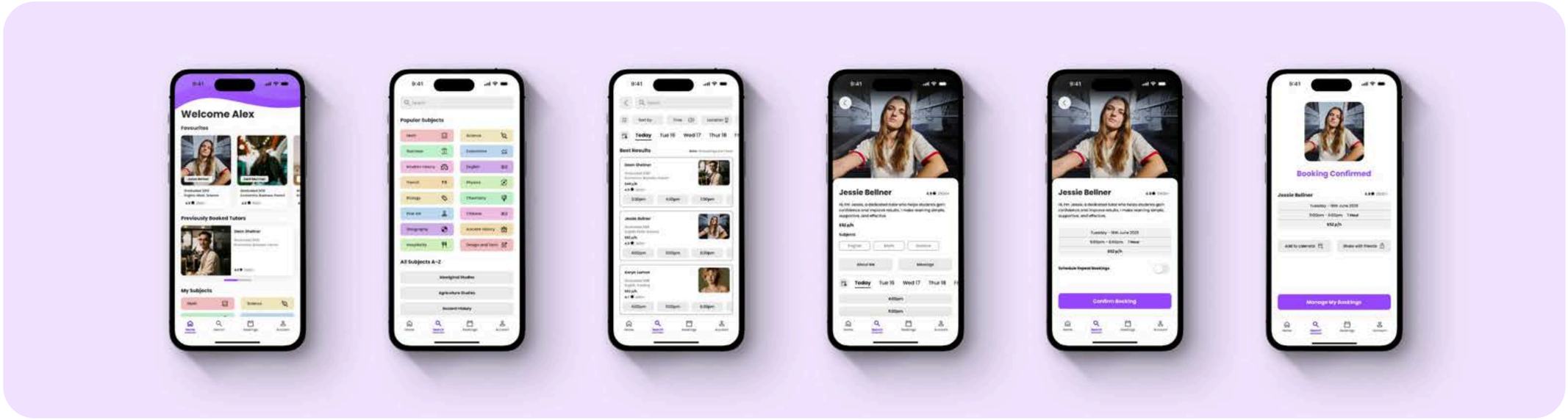
After

Accessibility

Accessibility was a core consideration throughout the design process, ensuring the platform could be used comfortably by people with diverse needs. All text meets WCAG 2.2 accessibility standards, with most elements achieving AAA compliance and a few meeting AA where necessary. Content is structured using proper heading hierarchy, breaking information into digestible sections with clear headings to improve readability and prevent users from feeling overwhelmed by large blocks of text.

A consistent and intuitive colour scheme was implemented throughout, deliberately avoiding overly vibrant or saturated colours to reduce visual fatigue and enhance overall user comfort. These accessibility-first decisions not only met technical standards but also created a more approachable and inclusive experience for all users.



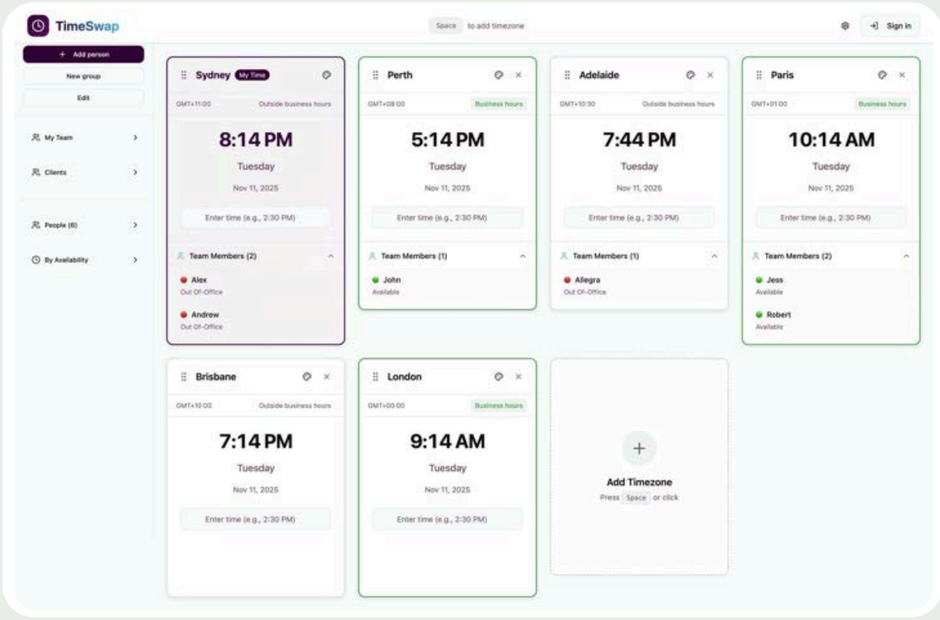


Project Takeaways

This project reinforced several valuable lessons about user-centered design and the importance of iteration. Through usability testing I'm reminded how crucial real feedback is in identifying issues that aren't apparent during the design process. Testing revealed usability problems that shaped meaningful improvements I wouldn't have discovered otherwise. The iterative design process highlighted how small, strategic changes like refining card layouts, reducing visual noise, or adjusting colour palettes can significantly enhance usability and create a more intuitive, comfortable experience. Most importantly, this project emphasised the value of staying flexible, open to feedback, and user-focused throughout every stage of the design journey.

Project: TimeSwap

Effortless Time Conversion for Work Across Locations



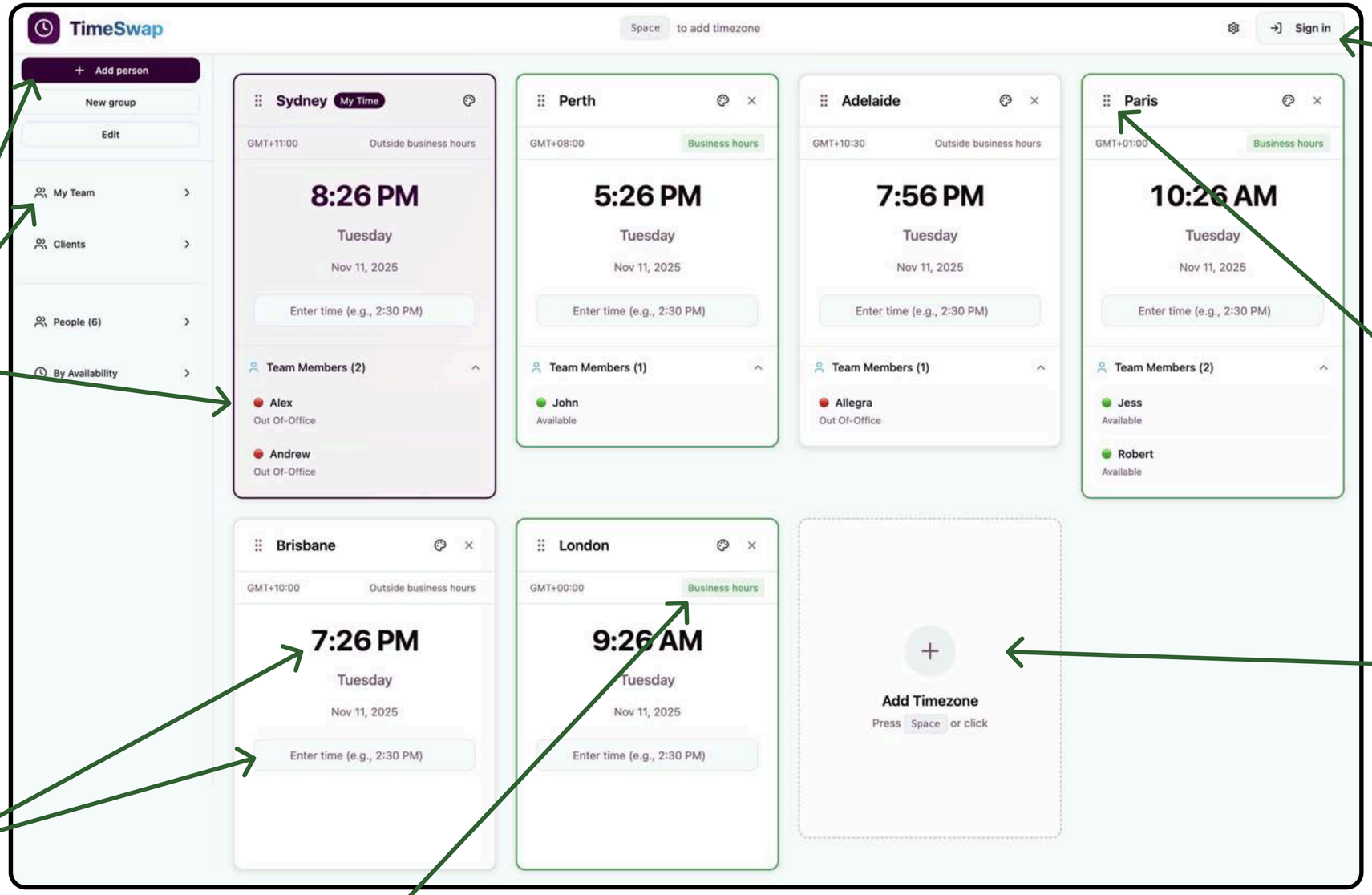
Company	TimeSwap
Role	Product Lead, and UX Designer
Live Demo	Available upon request

The challenge

Help professionals working across multiple timezones to quickly visualize and coordinate meeting times.

Overview

For professionals managing global teams or scheduling international meetings, timezone coordination is frustratingly complex. Current tools force users to check one conversion at a time or only display live times, making it difficult to find mutually convenient meeting slots. Born from firsthand experience coordinating sales calls across timezones, this project delivers a streamlined solution: a web application that displays multiple timezones at once and allows users to manipulate time in any zone to see instant updates across all others. It also shows which team members are currently in their working hours, eliminating guesswork about availability.



Ability to add team members and sort them into groups.

Sign in option to save teams and time zone preferences

Grab handles to rearrange timezone order

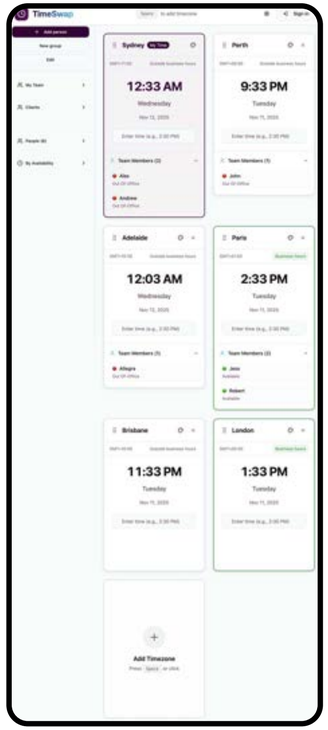
Clear CTA to add timezone

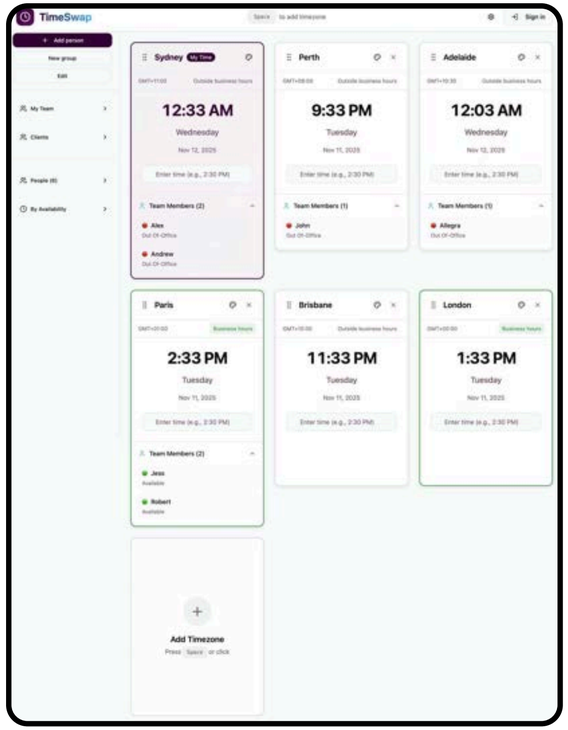
Ability to see current time, or enter custom time for conversion

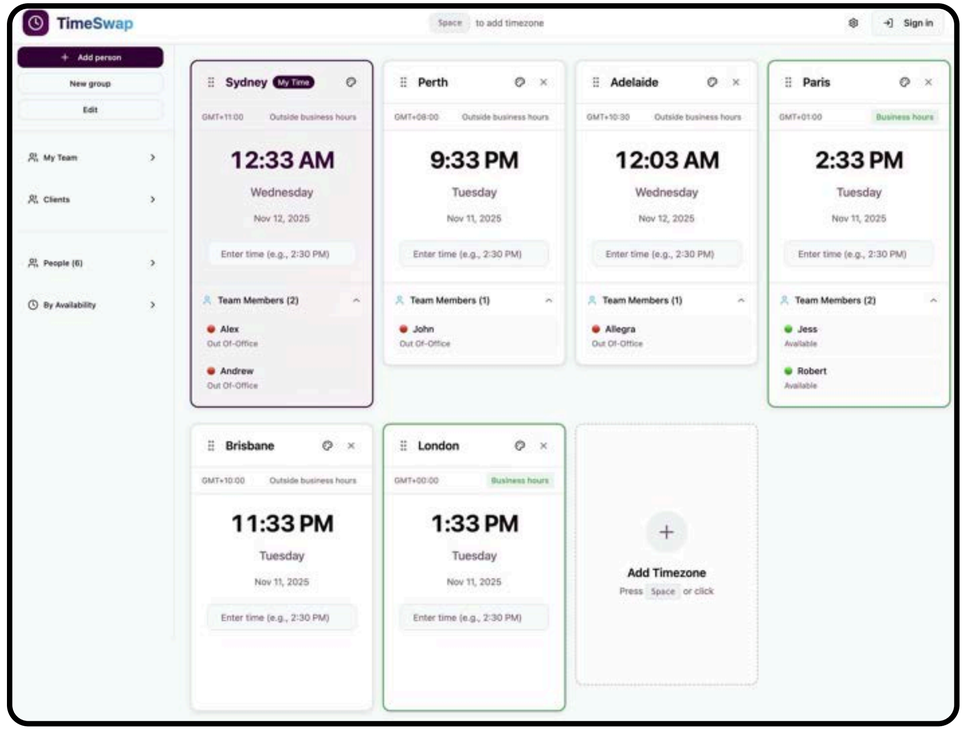
Customisable business hours

Responsive Design

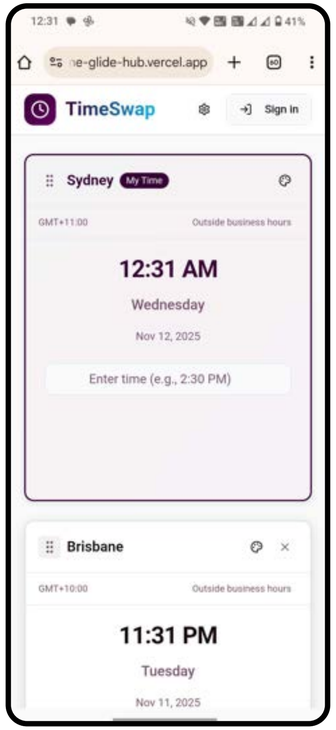
Web



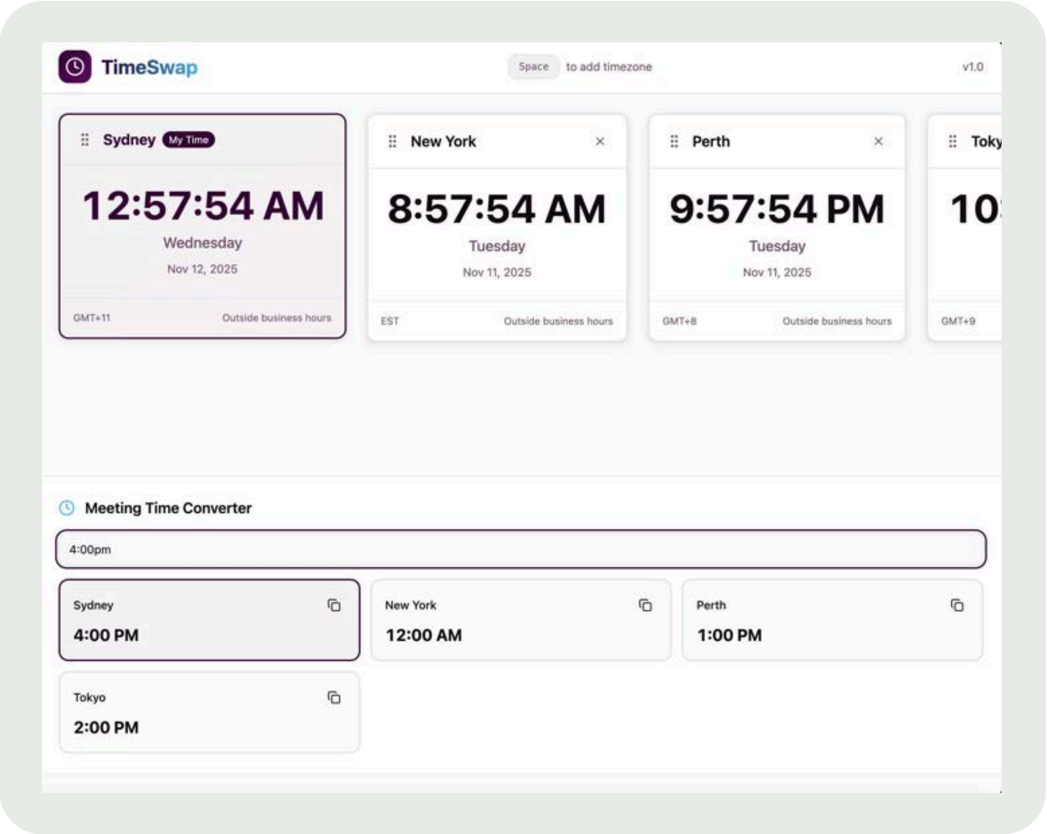


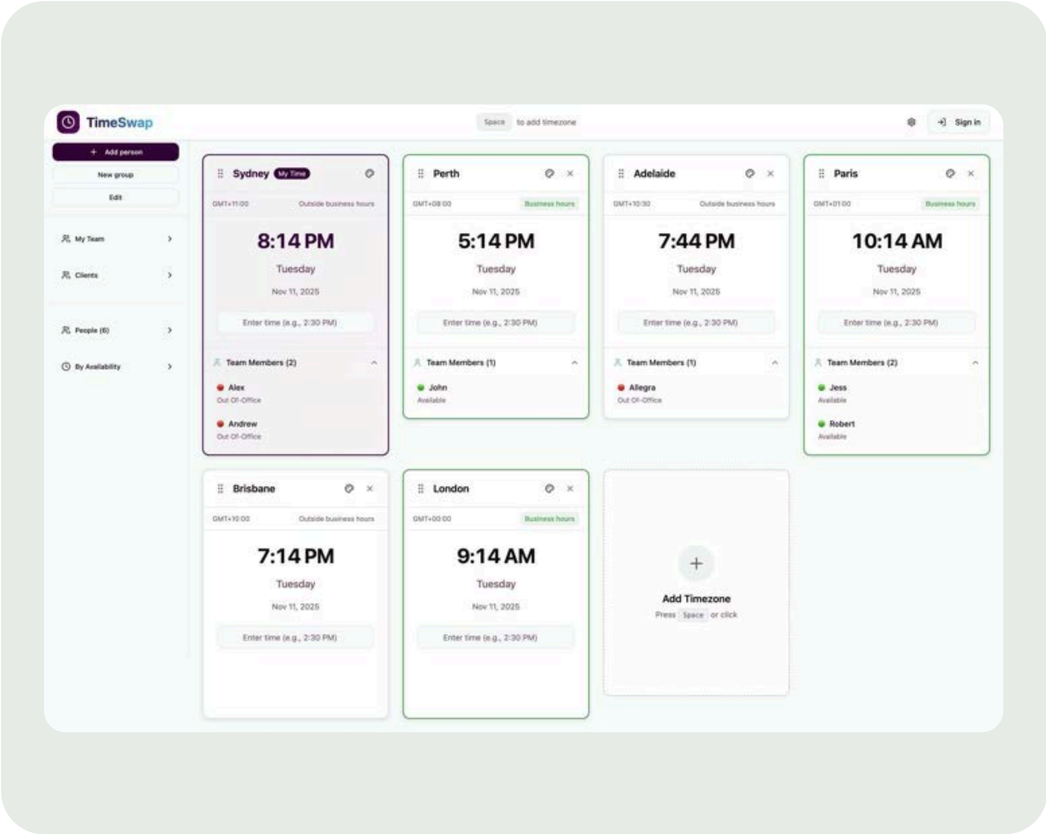


Mobile



Built with responsive design principles, the interface adapts seamlessly to any screen size while maintaining full functionality, allowing users to check timezones efficiently on any device. The use of a tile-based layout further enhanced this adaptability, as each tile operates as a flexible, self-contained component. This modular structure made it easier to rearrange, resize, and align elements across different screen dimensions, ensuring the design remained consistent, organized, and visually balanced on both desktop and mobile displays.





Before

After

A key improvement between the initial and current versions was consolidating the interface. The first version separated current time displays and conversion cards into distinct elements, creating visual clutter and requiring users to scan multiple areas. By merging these into a single card per timezone, the redesign simplified the interface significantly. Each timezone now displays both current time and converted time in one place, reducing cognitive load and making comparisons faster and more intuitive.

Process

The project utilized a multi-tool AI workflow: Lovable and Claude AI for brainstorming and early trials, followed by Cursor AI for building functionality. I learned that the specificity and detail of prompts directly impacted the quality of results, more precise requests yielded implementations closer to my vision. This iterative process of requesting, testing, and refining allowed me to move from concept to working prototype rapidly, proving that designers can now take ideas further independently with the right AI tools and approach.

Project: RapidCare

First-Aid Device for ACL Injuries

Provisional Patent no: 2022903616

Company	Western Sydney Uni
Project	Fourth year honours project
Role	Project Lead, Industrial Designer, Researcher

The challenge

How is first aid administered for ACL injuries, and what design opportunities exist to improve the process?

Overview

ACL injuries currently lack specialised first-aid tools, leaving a critical gap in immediate care. Proper equipment and protocols can significantly reduce injury severity and provide interventions that standard first-aid cannot.

This project explores the research, design, and development of a specialised device for immediate ACL injury response, a standardised system capable of treating injuries across all severity levels.

Approximately

1 in 3500

People injure their ACL each year in the United States

(Evans, J et al., 2022)

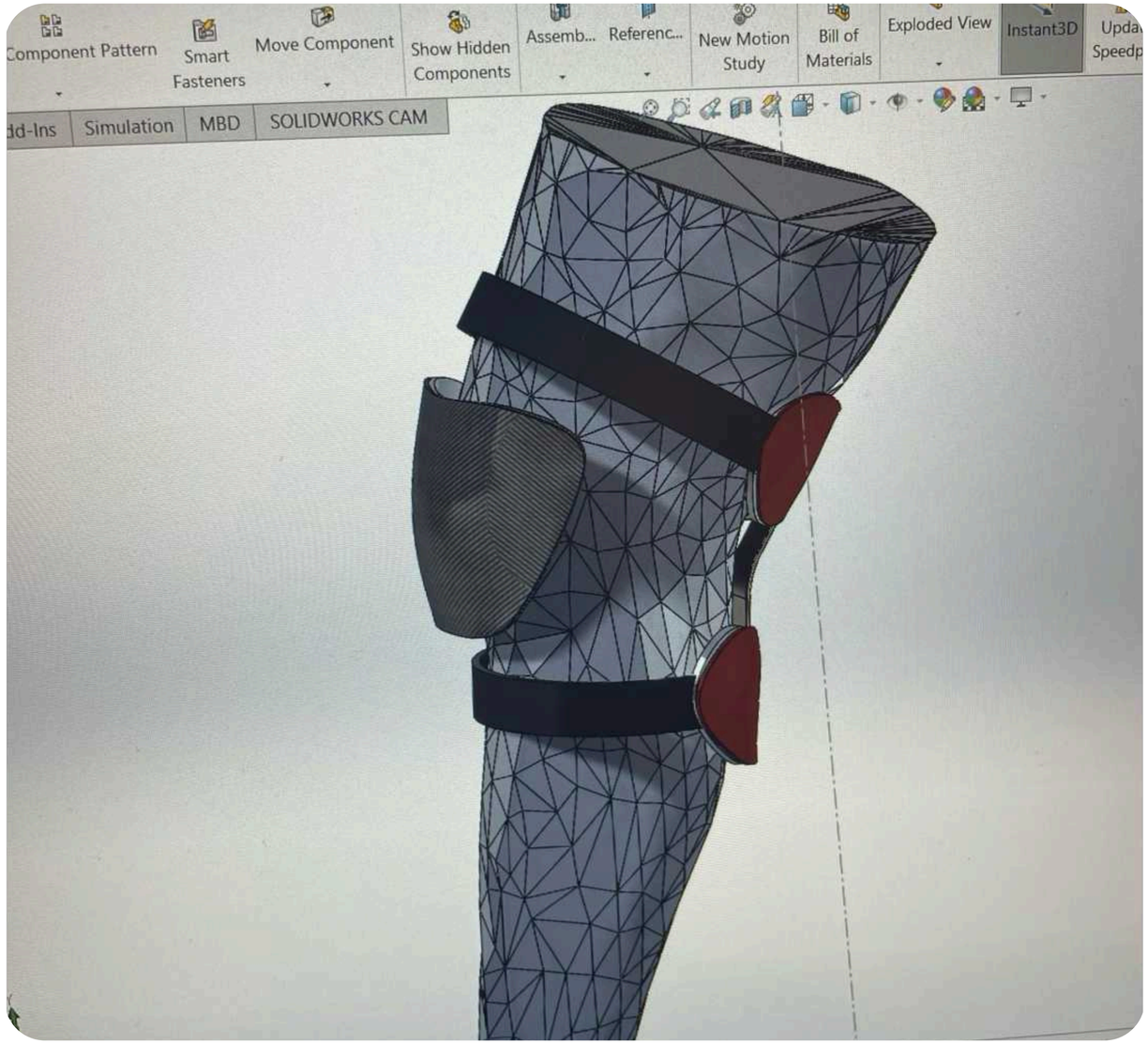
“At 30 degrees knee flexion the knee stability increased significantly by about 50% following bracing"

(Seyed Mohseni et al., 2009)

Process

Extensive research into ACL injury mechanics, first-aid protocols, and treatment requirements formed the foundation of this project.

Through literature reviews, expert consultations, and user research with athletes and medical professionals, I identified critical design criteria: the device needed to provide immediate compression, controlled cooling, and stability while remaining simple enough for non-medical personnel to apply under pressure. This research informed every design decision from material selection to cooling module placement, ensuring the final solution was grounded in both medical efficacy and real world usability.



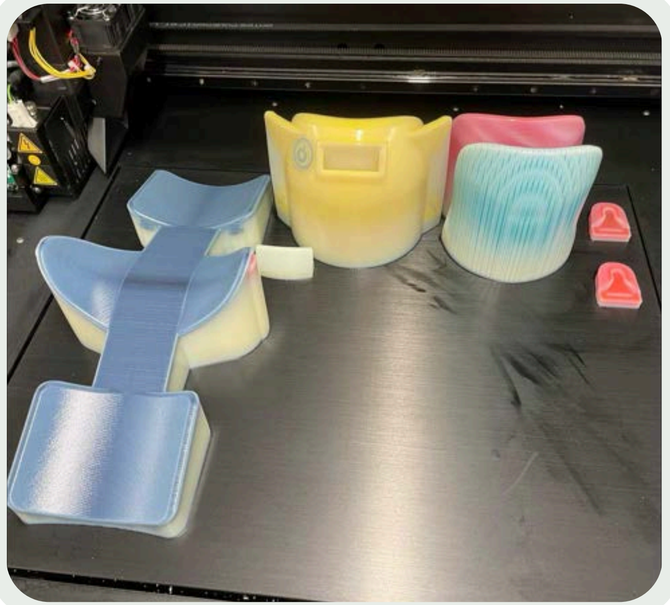
Before

After

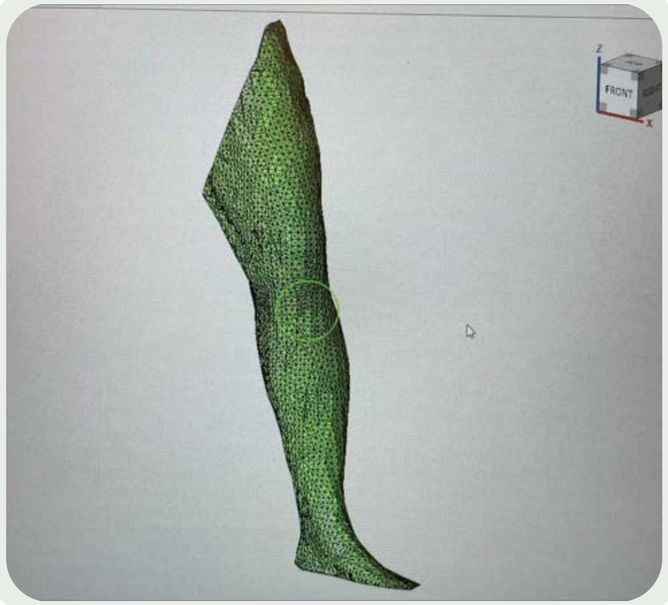
Process

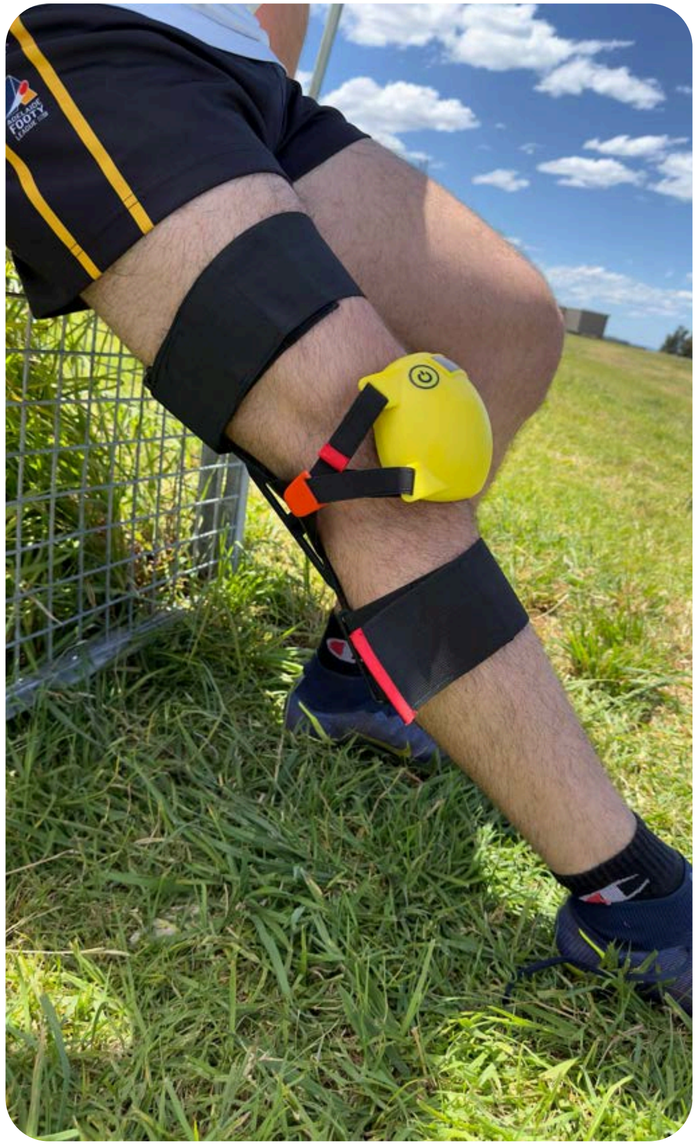
Research into structural requirements revealed that a unibody back brace would provide superior stability compared to multi piece alternatives. By consolidating the design into a single, integrated form, I eliminated potential failure points while gaining the flexibility to sculpt a more ergonomic shape.

Biomechanical research showed that at 30 degrees of knee flexion, bracing increased stability by approximately 50%, a finding that directly shaped the brace's form for maximum therapeutic effectiveness and comfort.




Physical model/
Prototype 2


FRONT




RapidCare: First-Aid Device for ACL Injuires
ABSTRACT
RESEARCH METHODS
FINDINGS
CONCLUSIONS
Alex Burman
Patent Pending

Project: Spinal Fold

Foldable Design for Faster Emergency Response

Company	Western Sydney Uni x Surf Life Saving NSW
Role	Project Lead, Industrial Designer

SURF LIFE SAVING
NEW SOUTH WALES

The challenge

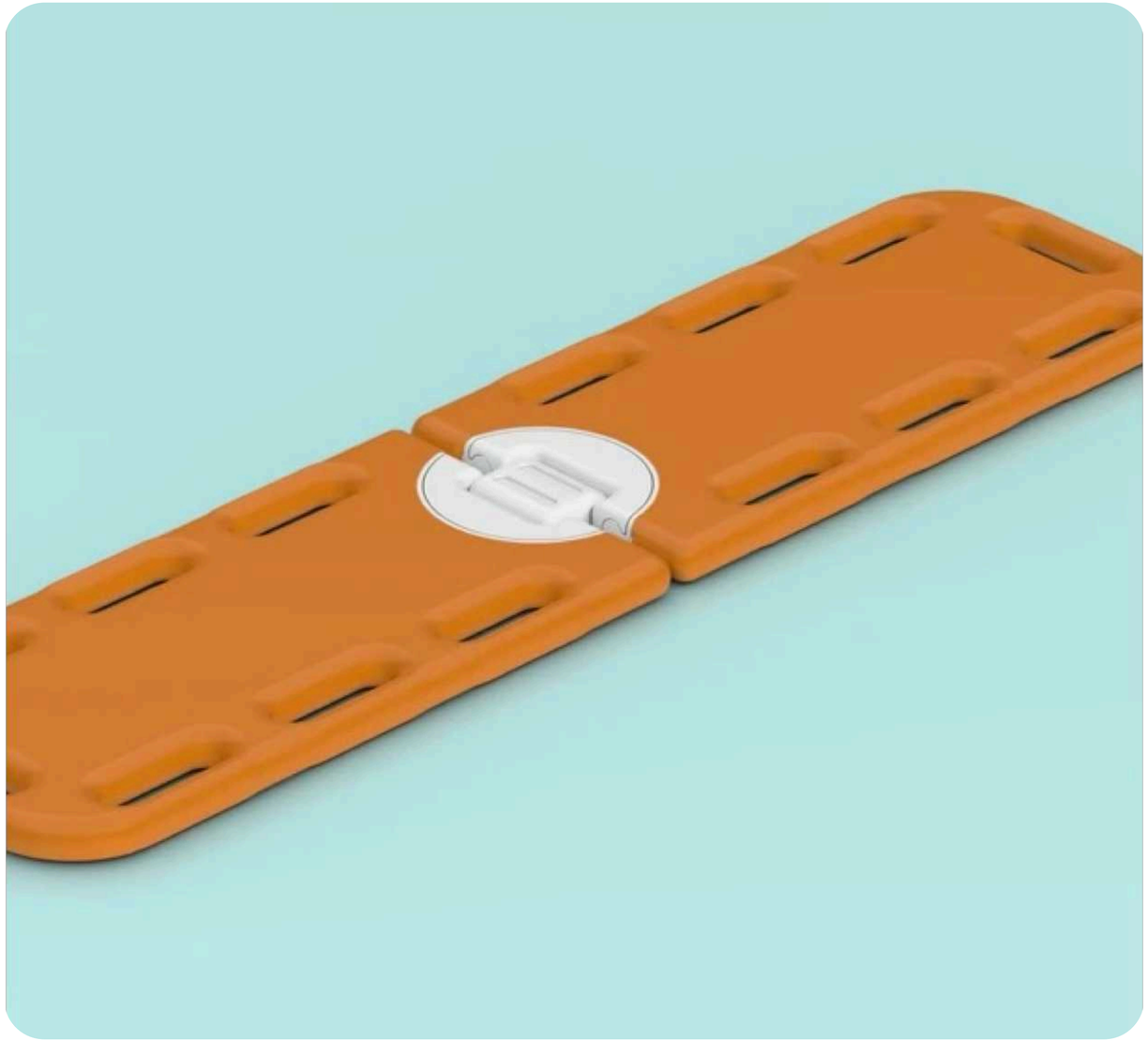
How might we make spinal boards more portable for lifeguards responding to emergencies?

Overview

In partnership with Surf Life Saving New South Wales, I engaged with lifeguards to identify key operational challenges. Through discussions and field observations, equipment portability emerged as a critical issue, particularly the difficulty of transporting spinal boards in adverse weather conditions.

Lifeguard quote

"On windy days, carrying that board is like holding up a giant kite. You're trying to run but the wind is fighting you the whole way."



Solution

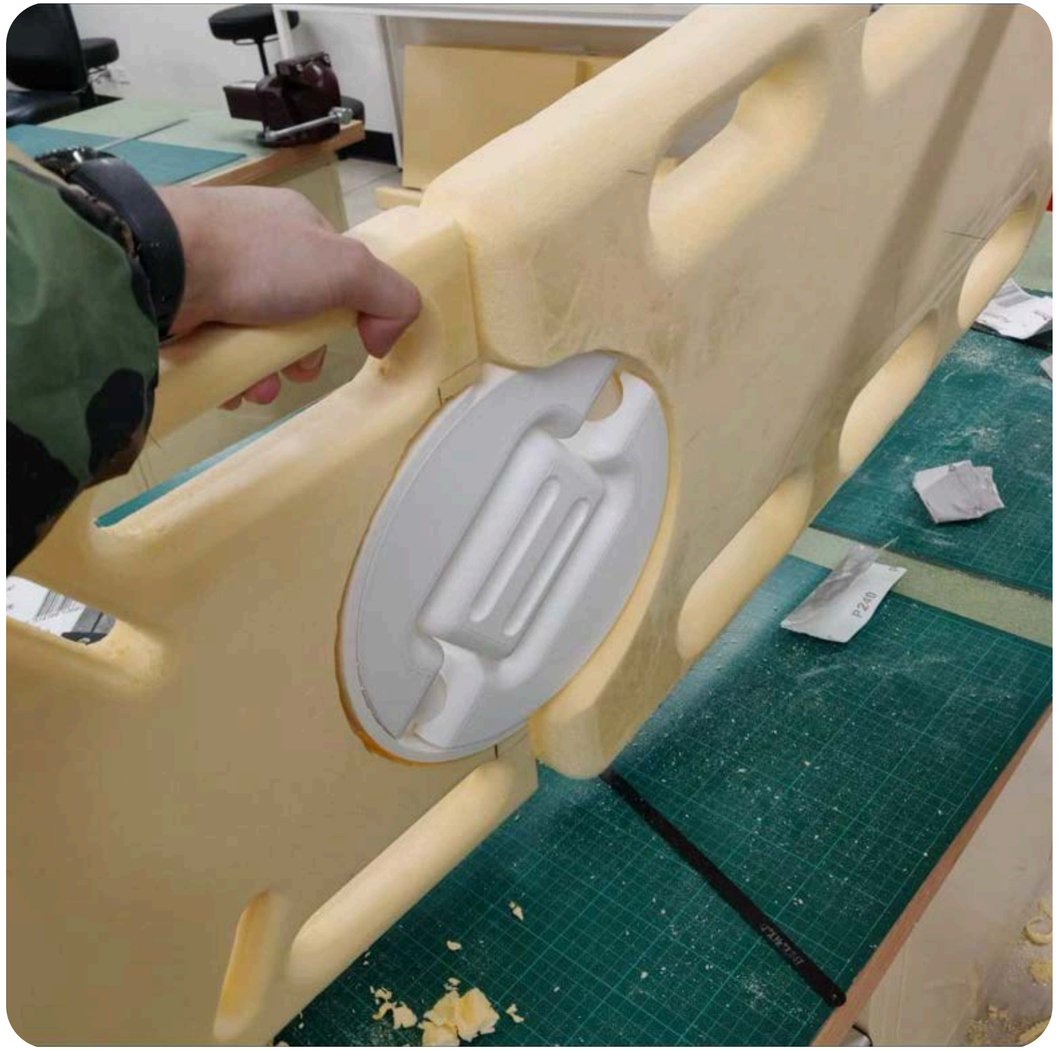
By incorporating a folding mechanism at the board's centre, the design transforms from a bulky, wind catching panel into a compact, easy to carry unit. The folded configuration cuts the wind exposed surface area in half, allowing lifeguards to move quickly without fighting against strong coastal winds.

Integrated straps enable the board to be carried over the shoulders like a backpack, distributing weight evenly and freeing up the lifeguard's hands for other equipment or tasks. The locking system ensures the board stays securely folded during transport and reliably flat during use, solving the portability challenge while maintaining the rigidity essential for spinal injury care.

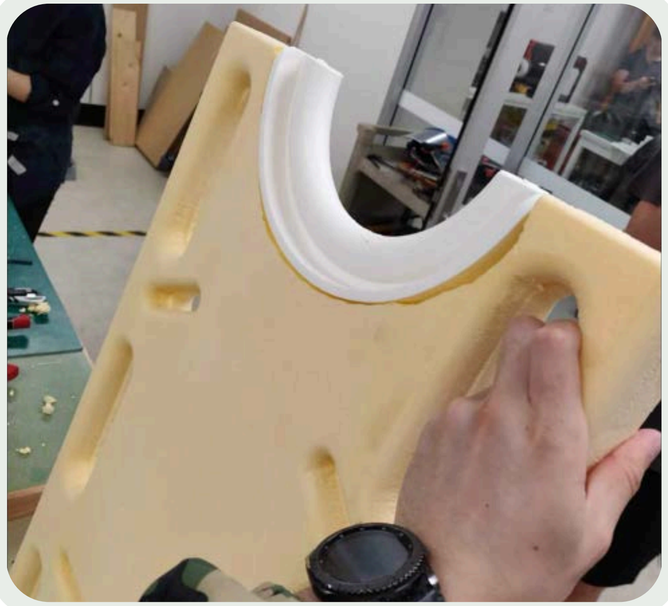
Process

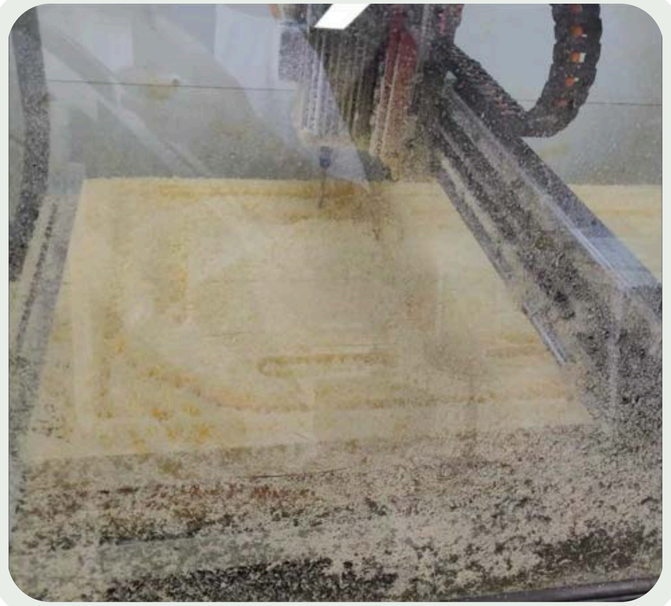
After identifying the portability challenge through research with Surf Life Saving NSW, I began exploring folding mechanisms that could balance compactness with structural stability. The design evolved through multiple full-scale prototypes, each testing different hinge configurations and locking systems. The initial prototype revealed issues with gaps and pinch points, which were addressed in the second iteration through improved hinge design. This iterative process of building and testing uncovered multiple issues that had been previously overlooked, allowing for continuous refinement and improvement.

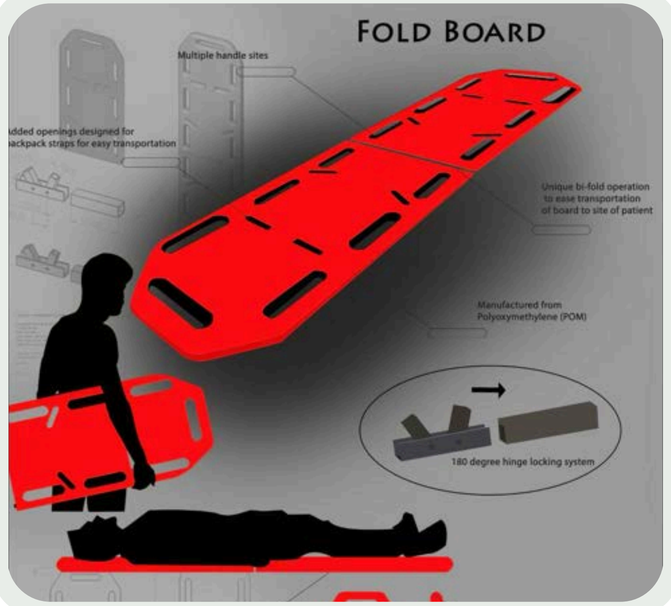
Before

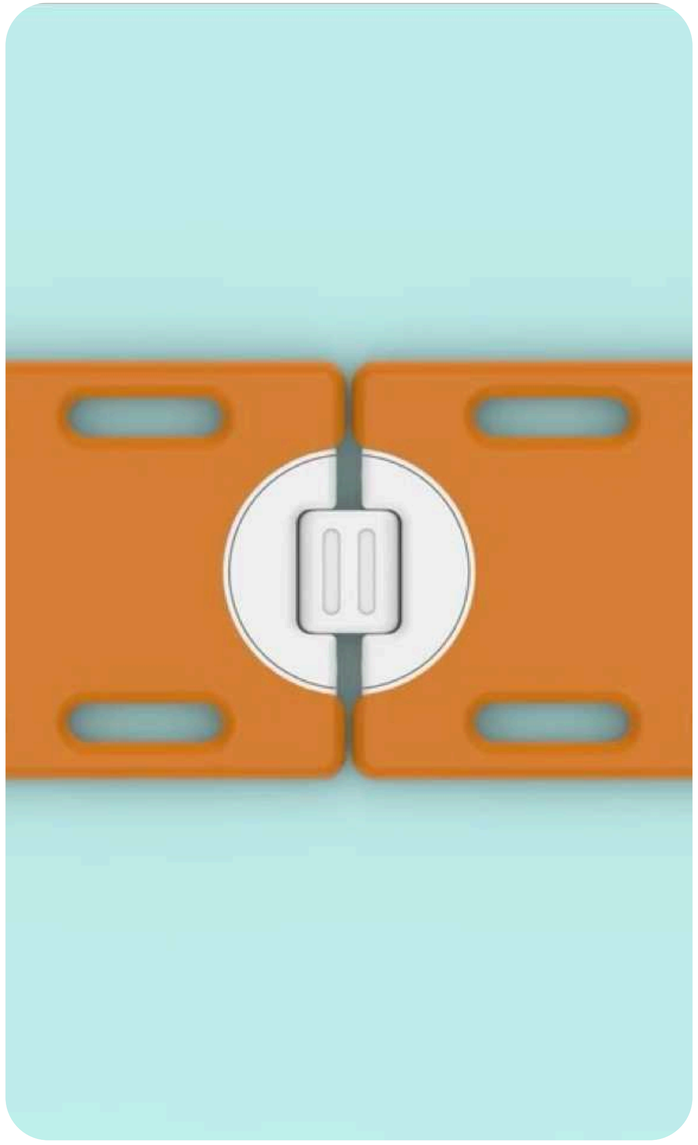


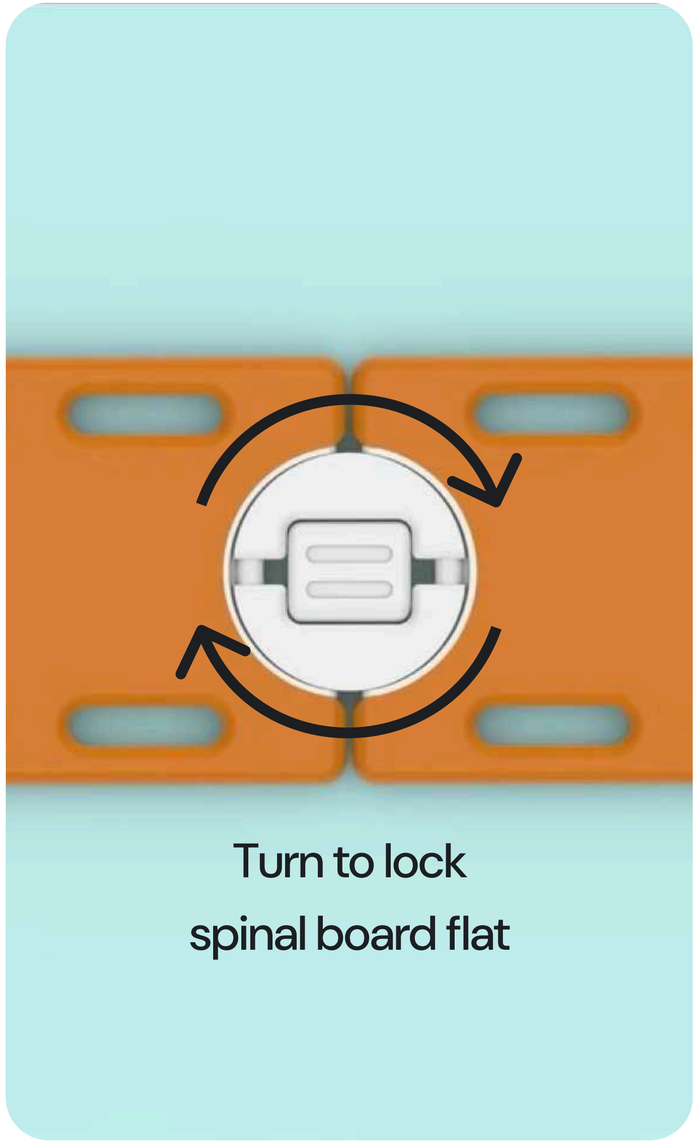
After






FOLD BOARD
Multiple handle sites
dded openings designed for
ackpack straps for easy transportation
Unique bi-fold operation
to ease transportation
of board to site of patient
Manufactured from
Polyoxymethylene (POM)
180 degree hinge locking system





Turn to lock
spinal board flat

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