

Prue Steadson

UX / Digital Experience Designer

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Summary

UX and Digital Experience Designer based in Sydney with a Bachelor of Design in Interaction Design from the University of Sydney. Currently at Altum, where I helped lead the refresh and rebuild of a healthcare website in Webflow, working across CMS setup, content structure, accessibility and post-launch analytics. I'm looking for entry-level roles in UX, digital or customer experience where I can keep learning while helping make complex information clearer and easier to use.

Work Experience

Design Associate (UX) Altum

February 2026 to Present

- Helped lead the refresh and rebuild of a healthcare website in Webflow, including CMS setup, page updates, blog publishing workflows and digital content structure
- Maintained website content ensuring consistency with brand guidelines, accessibility and TGA compliance.
- Supported ongoing website improvements by troubleshooting content, layout and CMS issues and coordinating changes with internal stakeholders
- Conducted UX audits, wireframing and prototyping to identify usability issues and improve navigation, clarity and user trust
- Rebuilt and launched a 30+ page healthcare website in Webflow within 10 weeks, achieving a Lighthouse accessibility score of 94 and SEO score of 92

Design and Marketing Intern Altum

August 2025 to November 2025

- Synthesised competitor research to support brand positioning, communication decisions, and the early direction of a brand refresh
- Created reference maps to understand user journeys, key touchpoints, and opportunities for clearer digital experiences
- Presented research findings to the team and supported design and marketing tasks across digital and brand-related projects

Senior Bartender and Waitress PHMG

October 2022 to February 2026

- Delivered customer service in a high-volume Sydney pub environment, supporting a diverse range of customers and staff
- Coordinated team roles during peak service and system outages when management was unavailable
- Trained and supported new staff, building strong communication, problem-solving and user support skills

Education

The University of Sydney

Bachelor of Design (Interaction Design)
2022 - 2024

Australian International School Hong Kong

Higher School Certificate
2019-2020

Skills

- UX research
- Accessibility (WCAG)
- Wireframing
- Prototyping
- Responsive design
- Information architecture
- Content management
- Research synthesis
- SEO
- HTML / CSS

Tools

- Figma
- Webflow
- Google Analytics
- Photoshop
- InDesign
- CMS platforms

Language

- English
- Mandarin (Basic)

◆ Achievements

- Hong Kong U21 Netball — Asian Youth Championships, Kashima Japan (2019)
- Senior Sportswoman of the Year, AISHK (2020)
- School House Captain, AISHK (2020)

◆ References

Fiachra Mullen

Chief Product Officer at Altum

Phone: +65 8303 5373

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Joel Heffernan

Group Operations Manager at PHMG

Phone: +61 467 536 422

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◆ Interests

- Netball
- Soccer
- Mechanical keyboards
- Live music
- Hiking
- Ice hockey