Cameron Henkes

Product Design, 0 to 1 Leader
Australia

cameronhenkes.com
cameronhenkes@me.com

Product 0 to 1 Leader with proven experience building innovative products from concept to market across multiple industries. Combines design thinking, data-driven decision making, and AI implementation expertise to solve complex problems affecting millions of users. Demonstrated success in leading distributed teams, securing funding, and delivering measurable business impact.

Product experiences should require little-to-no thinking and be completely forgettable. Great design is invisible. It should feel as effortless as charging your phone, seamlessly fitting into everyday life, no matter how it's achieved. It shouldn't demand focus or effort—just something you can do while watching your favourite show.

Core Competencies

Product Strategy & Vision
AI/ML Implementation
Experience Flow Methodology
Data-Driven Decision Making
Remote Team Leadership

Multi-Platform Design
Cross-Cultural Collaboration
Stakeholder Alignment
Rapid Validation

Experience

strike.

CEO & Co-Founder
Strike Analytics
Singapore, Singapore
November 2023 –– Current

Founded Strike to address the $1.3 trillion annually lost due to inefficient data analytics, creating personalised, real-time consumer experiences that fit naturally into customer journeys.

Architected sophisticated ML framework combining Topic Modelling, ARIMA, Logistic Regression, and Sentiment Analysis models to cross-compare qualitative and quantitative insights in ways competitors couldn't match

> Implemented "10 inches deep vs. 10 inches wide" approach focusing on specific data types (SEO, Ad Performance, Conversion, Retention) before connecting related trends

> Reduced insight generation time from 24 hours to 1 hour (96% improvement) through continuous model optimisation and benchmark dataset development

> Developed comprehensive user research strategy identifying pain points through interviews with over 50 people across 20+ cities worldwide, fake-door landing pages, and regional experiments

> Crafted messaging achieving 8.55% CTR (6x industry benchmarks) through rigorous testing and iterative refinement

> Achieved 1.86% sign-up conversion without acquisition costs by focusing on organic growth strategies and community engagement

> Grew advisory board from 0 to 3 experts in Product, GTM, and Strategy while securing $84,000 in bootstrap funding and maintaining $7,000 monthly burn rate

> Led 13 strategic pivots based on market feedback, continuously adapting to changing conditions while maintaining core vision

> Shifted from pure analytics to real-time action engine enabling personalised web experiences for each user

> Implemented storytelling-based alignment methodology across distributed team spanning four countries (Sydney, Singapore, Cairo, Berlin)

> Reduced business decision-making time from 3 hours to 5 minutes while increasing prediction accuracy by 23%

Naked /Studios

Product Design, 0 to 1
Co-Founder
Naked Studio
Remote, Australia
May 2022 –– Current

Co-founded Naked Studios to help startups build better products faster, creating experiences that feel seamless across devices and platforms.

> Implemented Experience Flow methodology mapping complete user journeys from pain realisation through solution discovery, onboarding, engagement, and advocacy

> Developed healthcare microbiome visualisation system using multi-modal learning framework addressing different learning styles (visual, interactive, narrative, analytical)

> Increased healthcare provider confidence by 35% and patient understanding by 42% through intuitive visualisation of complex scientific concepts

> Established structured research function collecting over 100 feedback points to systematically address comprehension gaps

> Designed cohesive experiences across smartwatches, TVs, mobile apps (iOS and Android), voice assistants, and desktop platforms

> Conducted market research uncovering user behaviours, search intent patterns, and opportunities in oversaturated markets

> Optimised complete user journeys from acquisition to retention, integrating campaigns, landing pages, and retargeting strategies to boost conversion rates by average of 20%

> Created layered information architecture balancing accessibility with depth, reducing support requests by 38%

> Implemented no-code solutions and Wizard of Oz techniques to validate concepts before committing engineering resources

> Delivered targeted experiments helping startups achieve Product-Market Fit using data-driven decision frameworks

S.

Senior Product Designer
Sesame Inc.
Berlin, Germany / New York, US
July 2021 –– April 2022

Served as embedded designer on a remote team, delivering high-impact solutions that expanded affordable healthcare access.

> Completely redesigned healthcare discovery experience creating symptom-based entry points that improved search success rate by 27%
> Analysed user search patterns revealing patients primarily searched for symptoms rather than provider types
> Developed recommendation system reducing decision complexity while building trust through appropriate quality indicators
> Increased checkout conversion by 3% overall (4.2% on mobile) by streamlining the process and reinforcing transparent pricing
> Conducted 50+ unmoderated testing sessions to validate usability hypotheses across different user demographics
> Introduced service design practices into large-scale projects, simplifying workflows and improving user outcomes
> Delivered research insights using moderated/unmoderated methods with quantitative tools (Google Analytics, HotJar, Mixpanel)
> Identified decision paralysis as key conversion barrier, creating guided frameworks that reduced cognitive load
> Prototyped experiences across mobile, desktop and web platforms, balancing user needs with technical feasibility
> Established continuous improvement cycle based on quantitative performance data and qualitative feedback
> Partnered with stakeholders to launch MVP in just 2.5 weeks, contributing to 22% quarterly revenue increase
> Helped expand service availability by 18% across US markets, with 23% of converted users reporting they had previously delayed care due to cost concerns

taxfix

Senior Product Designer
Taxfix
Berlin, Germany
June 2020 –– June 2021

Worked remotely from Australia as embedded designer for German tax software company, reimagining complex government processes.

> Created mini-onboarding strategy for multi-stage tax prefill process achieving 44% opt-in rate in MVP release
> Designed progressive disclosure flow explaining the entire 3-stage journey with clear timeline expectations
> Implemented cross-cultural collaboration model bridging Australian and German teams across different time zones
> Established prototype-first stakeholder presentations that focused feedback on user journey rather than visual details
> Designed language-aware, flexible layout system accommodating text expansion for German labels (20-30% longer than English)
> Delivered 13 key product improvements within 3 weeks, with 5 additional feature-ready concepts for next quarter
> Reduced user support inquiries related to prefill by 32% through clearer process explanations
> Led transition from Sketch to Figma and recreation of UI/brand systems during critical growth phase
> Drove adoption of DesignOps and Design Systems internally improving productivity for developers and design team of 20
> Mentored junior and senior designers while working across iOS, Android and Web cross-platform experiences
> Consolidated existing research into cohesive journey mapping identifying key moments of confusion and drop-off
> Created reusable design patterns for multi-stage processes applicable across other complex features

avanade

Consultant,
Experience Design
Avanade
Brisbane, Australia
Canberra, Australia
Melbourne, Australia
Sydney, Australia
Seattle, US
June 2019 –– May 2020

Led design team for large federal government agency project, managing product for millions of users with strict compliance requirements.

> Managed product with 25.3 million user base with 5.3 million unique users annually
> Led design team of four designers/developers delivering over 250 features ranging from small to large
> Established design system reducing development time by 40% while maintaining consistent experience across diverse user segments
> Developed technical prototypes for gorilla testing, usability testing and interview centres
> Created new information architecture, UX strategy, wireframes, prototypes and mockups
> Drove creation of design system/UI kit used by business stakeholders, designers and developers
> Balanced complex government requirements with usability needs in high-compliance environment
> Mentored junior and senior team members both internal and external to the organisation
> Facilitated collaborative workshops to generate solutions for complex information handling challenges
> Established design governance framework ensuring consistent implementation across extended team

Education

Bachelor of Information Technology (Information Systems)
Queensland University of Technology
Brisbane, Australia
February 2013 –– December 2016

Self-Directed Learning

Python
April 2024 –– Present

React
August 2024 –– Present

Skills

Strategic	Technical	Research	Specialised
Experience Strategy	iOS/Android Native	User Research	AI/ML Implementation
GTM Strategy	HTML	Market Research	Psychology
Strategic Design	CSS	Unmoderated Testing	Cross-Device Design
Storytelling	SQL	A/B Testing	Internationalisation
	Web Design	Data Analysis	
	Figma		
	Prototype		
	Design Systems		
	DesignOps		