

# MONICA JORY, MDes

## STRATEGIC DESIGN | SERVICE DESIGN & CX LEADER

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### PROFILE

I lead design-enabled transformation and innovation within complex, highly regulated environments. I partner with organisations to inform strategic decisions, test assumptions, and make confident decisions about what to prioritise and what not to pursue. My work spans banking, telecommunications, media and higher-education. Alongside industry leadership, I teach design innovation at the University of Sydney, keeping me at the forefront of emerging research.

### CORE CAPABILITIES

- **Product & service innovation:** Discovery, concept design & validation, agile delivery.
- **Service design:** Simplifying complex systems and experiences across large enterprises.
- **CX leadership:** Transforming customer satisfaction into measurable business value.
- **People & practice leadership:** Managing high performing teams & practice uplift.
- **Strategic decision support:** Influencing investment, feature prioritisation and roadmaps.

### PROFESSIONAL EXPERIENCE

#### UNIVERSITY OF SYDNEY | Jul 2020 - present

##### **Sessional Academic - Strategy, Innovation & Entrepreneurship** Jul 2024 - Present

Facilitator at Design School and Business school, guiding opportunity identification, customer research, hypothesis testing, and value proposition development for start-ups, not-for-profits, and external organisations.

- Lead human-centred design sessions that align user needs with technical feasibility to deliver validated, empathy-driven value propositions.
- Coach rapid prototyping as a decision-making tool, enabling early testing of assumptions and de-risking ideas.
- Design and facilitate studio-based learning, workshops, and professional pitches aligned to industry and executive decision contexts.
- Taught systems thinking methodologies to navigate uncertainty, identify root causes of complex issues, and evaluate multi-faceted solutions for sustainable impact.

## **UNIVERSITY OF SYDNEY** | Jul 2020 - present

### **Masters of Design (Design Innovation)** Jul 2020 - Jun 2024

- Dean's Award for Academic Excellence (2021)
- Mastered advanced UX research, design and testing methods, triangulating qualitative insights with behavioural data on digital products.
- Specialised in emerging AI trends, with a focus on Causal AI to move beyond predictive patterns toward understanding cause-and-effect in business decision-making.
- Developed solutions that created strategic value, succeeding in dynamic and complex organisational contexts.

## **NEWSCORP AUSTRALIA** | Dec 2019 - Jul 2020

### **Senior Manager - Customer Experience & Insights**

Led the CX team within Commercial Product Division, servicing all product and service channels. Directed how digital customer experiences were prioritised during a major digital transformation.

- Shifted the transformation approach toward more experimental and cross-functional ways of working, resulting in new features in the NewsCorp app.
- Advised executive leadership on feature prioritisation and sequencing based on customer evidence, behavioural insight, and commercial impact.
- Secured a Qualtrics platform upgrade and consolidated customer feedback across all touchpoints into a single, enterprise-wide view of customer insight.
- Integrated qualitative insight with advanced quantitative analysis, influencing a major shift in the decommissioning approach of physical newspapers across regional towns.

## **VODAFONE AUSTRALIA** | Aug 2016 to Nov 2019

### **Senior Manager - Service Design** Sep 2017 to Nov 2019

Led service design across Vodafone's enterprise digital transformation program, shaping customer experiences across digital, contact centre and retail channels:

- Appointed Service Design Lead on the Digital Transformation program, overseeing service design for the estore and Vodafone app.
- Aligned people, technology, and processes to deliver seamless, brand-aligned customer journeys at scale.
- Triangulated qualitative findings with operational and sales data to validate design decisions.
- Built service blueprints and end-to-end journey models.
- Advised senior leaders on organisational and operating model changes to support long-term design-led capability uplift.

## **VODAFONE AUSTRALIA** | Aug 2016 to Nov 2019

### **Senior Manager - Customer Experience** Aug 2016 to Sep 2017

Led customer experience strategy and delivery, member of senior governance and decision-making forums during a period of significant organisational and digital change.

- Managed a team of CX specialists supporting all Vodafone business units to translate insight into actionable improvements.
- Secured funding for, and executed the "Design at Vodafone" learning program, successfully uplifting design-led thinking across the enterprise.
- Acted as the customer representative in steering committees alongside senior leaders from Finance, Legal, Technology, and Operations.
- Owned the CX project portfolio, budgets, and delivery priorities to ensure alignment with strategic objectives.
- Established consistent CX ways of working and performance expectations, strengthening accountability for outcomes at scale.

## **MACQUARIE BANK** | May 2015 to Jul 2016

### **Senior Business Analyst - Enterprise Operations (Risk & Finance)**

Worked within a fast-paced environment to deliver process and operating improvements, translating regulatory, risk, and business requirements into practical solutions.

- Led analysis and delivery of process improvement initiatives using Lean Six Sigma approaches, improving efficiency, accuracy, and stakeholder outcomes.
- Partnered with business, technology, and risk stakeholders to clarify requirements, assess trade-offs, and shape solutions that balanced customer, operational, and regulatory needs.
- Produced clear, decision-ready documentation and recommendations to support prioritisation.

## **WESTPAC INSTITUTIONAL BANK** | Aug 2009 to Mar 2013

### **Senior Business Analyst | Scrum Master - Enterprise Technology (Foreign Exchange)**

Supported transformation initiatives, progressing from Snr Business Analyst to Scrum Master to introduce and scale agile across enterprise technology.

- Partnered with senior stakeholders across technology, finance, and operations to clarify objectives and constraints in foreign exchange trading systems and processes.
- Contributed to the early adoption of agile delivery approaches within the Institutional Bank, helping teams shift toward more transparent, adaptive ways of working.
- Led analysis and discovery to support prioritisation and sequencing of decisions, translating delivery intent into backlogs.
- Coached cross-functional teams to adopt iterative agile practices, removing delivery impediments and strengthening collaboration across functions.

**GOLDMAN SACHS** | Oct 2005 to Jul 2009

**Manager, Trade Operations | Assoc. Project Manager**

Managed the delivery of small to medium operational and systems initiatives in London. Later managed the Trade Operations team out of the Sydney office:

- Managed technology simplification projects in trading middle and back office to improve accuracy, efficiency, and control of end to end proprietary trading flow.
- Developed a strong foundation in financial products, operational risk, and disciplined delivery practices.
- Managed trade operations teams following relocation to Australia, overseeing day-to-day operational performance and supporting process stability.

**EDUCATION**

**Master of Design Innovation** (2023)                      University of Sydney

**Bachelor of Commerce (Banking & Finance)**      University of Canberra

**SELECTED ACCLAIMS & CERTIFICATIONS**

Dean's Award for Academic Excellence - University of Sydney (2021)

Keynote speaker - Design Thinking Summit (2020)

Keynote speaker - Customer Experience Forum (2019) Certified Scrum

Master - Scrum Alliance