Damien Hill

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Product and Engineering Leader with 20+ years building products and platforms through end-to-end leadership from strategy to execution. Founded ZipID (acquired by Equifax), shaped UX and product strategy at Wotif.com, and enabled 60% revenue growth and successful PE exit through 6 years at Fallon Solutions.

Equally comfortable designing user experiences, writing code, and deploying infrastructure as presenting strategy to C-suite executives. Translates effectively between technical teams and business stakeholders at every level.

Based on the Sunshine Coast with wife and three kids. Outside of work — running, kayaking, kicking a ball, or attempting campfire-level guitar. Over nine years working remotely, thriving on the autonomy and focus that distributed teams offer.

—— EXPERIENCE

Product & Engineering Lead (Digital Transformation Manager), Fallon Solutions — Brisbane, Australia   Sep 2019 — Present

Led the design and build of an end-to-end field service platform for Queensland's largest multi-trade firm, working directly across product strategy, full-stack engineering, and team coordination to deliver measurable business impact.

- Enabled successful private equity exit with 60% revenue growth and 25% increase to gross margin over 5 years
- Built platform supporting $50M+ annual revenue across 150+ staff and thousands of jobs monthly
- Delivered 80% improvement in ROAS (5x to 9x) over 12 months through real-time revenue tracking per marketing campaign
- Achieved zero downtime during full platform migration through phased rollout strategy and scaffolding approach
- Built event-driven microservices on AWS (Lambda, SQS, DynamoDB, AppSync, OpenSearch) via CDK
- Developed SwiftUI iOS mobile app for field technicians and React web applications for office staff and customers
- Saved over 20 minutes per job in the field with streamlined mobile workflows covering majority of technician tasks
- Cut call handling time by 30% and increased booking conversion rate by 6% through optimised customer booking flow

Tech Co-Founder, ZipID (acquired by Equifax 2015) — Brisbane, Australia   Mar 2013 — Sep 2019

Co-founded and directed product and technology from concept through launch, scale, and acquisition. Combined strategic leadership with hands-on design and engineering to build a mobile identity verification platform for the financial services industry.

- Created secure platform for banks, brokers, and conveyancers to meet regulatory identity verification requirements
- Bootstrapped the business and secured major banking clients including Macquarie Bank and ING Direct pre-acquisition
- Led integration with Equifax systems post-acquisition to deliver multi-layer identity verification solution
- Delivered AWS-hosted system spanning customer booking portal, mobile verification app, QA workflows, and reporting
- Led UX design and full-stack engineering across web applications, iOS mobile app, and backend services
- Managed vendor relationships, security compliance, and regulatory requirements across financial services sector

Principal UX Lead, Expedia (formerly Wotif Group) — Brisbane, Australia   Jan 2009 — Aug 2015

Shaped UX and product strategy across web and mobile platforms, partnering with executives, product managers, and engineering teams to deliver revenue-driving initiatives in a fast-paced, high-performing culture.

- Launched Wotif.com mobile app which became #1 free travel app, reaching 3% of daily bookings within 3 months
- Led design and development of Wotif.com Flights product, driving 30% growth in flights revenue across the group
- Delivered responsive redesign using A/B testing methodology to optimise home, search, and booking conversion flows
- Managed and mentored team of five designers across web and mobile platforms
- Presented design strategies and research findings to executive leadership and cross-functional stakeholders
- Collaborated closely with engineering teams to ensure design feasibility and technical implementation quality

Early Career — Brisbane, Australia   Sep 2004 — Dec 2008

- **Senior UX Designer**, Bullseye (Dec 2006 — Dec 2008)
  Led team delivering user-centred websites for government and corporate clients, ranked #1 company-wide for performance.
- **User Interface Designer**, Dept. of Child Safety (Jun 2006 — Dec 2006)
  Designed case management system achieving high user satisfaction in training surveys.
- **Web Designer**, iFocus (Sep 2004 — Jun 2006)
  Designed websites for Queensland Rail, Griffith University, and other clients, ranked #2 company-wide for performance.

—— EDUCATION

Bachelor of Information Technology (E-commerce), Queensland University of Technology   Mar 2001 — Oct 2004

Product design and UX: Figma, Sketch, Design systems, UX prototyping

Frontend development: React, TypeScript, SwiftUI, UIKit, Astro

Backend development and API architecture: Node.js, GraphQL (Apollo), API design, Event-driven systems, Microservices

Databases and search: DynamoDB, PostgreSQL, OpenSearch

Cloud and distributed systems (AWS): Lambda, API Gateway, AppSync, SQS, Kinesis, S3, CloudFront, CDK

Delivery and observability: GitHub Actions, CodePipeline, CloudWatch, Sentry

—— LEADERSHIP & DELIVERY APPROACH

Hands-On Technical Leadership

- Architects and builds alongside teams–writing code, designing systems, and deploying to production
- Maintains credibility through direct contribution across the full stack, from infrastructure to UX
- Unblocks teams quickly through deep technical understanding of implementation constraints

Cross-Functional Communication

- Translates effectively between business stakeholders, technical teams, and end users
- Presents digital strategy to C-suite executives and runs workshops with operations teams
- Bridges business requirements and technical implementation through clear, context-appropriate communication

Strategic Execution

- Connects business outcomes to technical decisions, prioritising on revenue impact and efficiency
- Makes architectural decisions (event-driven patterns, zero-downtime deployments) in service of business goals
- Delivers measurable ROI through disciplined focus on customer satisfaction and company growth

Project Delivery & Risk Management

- Implements phased rollouts, feature flags, and scaffolding approaches to maintain system stability
- Ships working software incrementally rather than big-bang releases
- Maintains velocity without sacrificing reliability through automated testing and observability tooling

Team Development & Mentorship

- Built and mentored cross-functional teams across design and engineering disciplines
- Creates clarity around goals and constraints while giving teams autonomy to excel
- Sustained 6+ year tenures at multiple organisations through acquisition and growth phases

—— RECOMMENDATIONS

"What sets Damien apart is his rare ability to bridge business operations and technology – he doesn't just move processes into software – he builds systems that measurably improve how the business performs. With a remarkably small team, he built exactly what we needed – a platform that drove faster call handling, significant time saved in the field, stronger marketing returns, and substantial revenue growth. The platform he built helped us achieve our exit goals and earned praise from buyers who had no obligation to give it.

For any business looking for a product and engineering leader who can understand what makes their business unique and build technology that amplifies rather than constrains it – Damien would be my first call."

Mark Denning, Managing Director / Owner, Fallon Solutions

"Best ever hiring decision. I worked closely with Damien for seven years at Wotif.com / Expedia. His innumerable contributions to product design, strategy, and culture were key ingredients in the success of Wotif as Australia's leading and most loved travel brand.

Damien's input was always deeply considered, highly anticipated, and yet somehow continually surpassed expectations. He is a stand-out performer whose ingenuity, integrity, humility, and generosity elevated the work of everyone fortunate enough to work alongside him."

Scott Moorhead, Head of User Experience and Innovation, Wotif Group