

Max Bailey

SENIOR FORWARD-DEPLOYED ENGINEER

Sydney to San Diego · E-3 visa: Australia-only, uncapped, not subject to the H-1B lottery
maxbaileydev@gmail.com · maxbailey.dev · linkedin.com/in/mrmaxbailey

THE POSITION

Embedded with customer teams across healthcare, financial services, energy and field services. Strategy, analysis, design and front-end delivery across thirteen years - started in code, moved into design, came back to engineering without putting the design down.

CUSTOMER MAY 2026

What stood out most was his judgement at the boundary between design and engineering.

Andrew Vyas, Software Team Lead, Vitrafy Life Sciences

EXPERIENCE

Insight

AI Apps & Data · Sydney · 2022 to present

SENIOR FORWARD- DEPLOYED ENGINEER

2025 - ONGOING

Downer

Axion by Downer, the field service platform replacing MyWork. React, React Native and TypeScript, serving thousands of Australian tradespeople.

- Own the design engineering side of a two-role split with product engineering. The prop interface is agreed as a contract before either side builds, which is what lets both teams ship in parallel.
- Built the closed token layer both web and mobile consume. Every visual decision is a named token rather than a raw value, so the two platforms stay consistent without coordination overhead.
- Components ship through Storybook behind an axe-core zero-violations gate I built into CI. Nothing is promoted until it passes. WCAG 2.1 AA throughout.
- Run an AI-assisted build workflow on Claude Code, OpenCode and GitHub Copilot, steered by an AGENTS.md hierarchy at repository, architecture and token-package level that keeps agent output consistent with the codebase.

DESIGN ENGINEER

DEC 2024 -
ONGOING

Vitrafy Life Sciences

LifeChain, the software platform in Vitrafy's cryopreservation ecosystem, used in cell and gene therapy and blood banking. Live at vitrafy.com, shipping to Hoxworth Blood Center and Vitalant in the US.

- Joined alongside a senior architect for the first three months. When he rolled off the customer chose to continue with me as lead, and I have been sole design engineer on the platform since July 2025.
- Designed and built template-driven workflow authoring for cryopreservation protocols in a regulated healthcare environment, where a new workflow is instantiated from a named protocol template rather than assembled from scratch.
- I own the design system. Figma tokens map one to one to the component library we both build against, so the design source and the shipped source cannot drift apart.

LEAD UX CONSULTANT FEB - SEP 2024	Insight continued AMP Advice Consolidated five systems into one advice platform. Salesforce to Dynamics 365 and Power Pages. ■ The five: ClientHub (Salesforce Financial Services Cloud - advice agreements, invoicing, KYC), PRM (Salesforce - licensee and practice relationship management), eCRM (AMP's enterprise Salesforce - complaints), AdviserIQ (knowledge repository) and the Advice Data Layer (AWS data lake behind Power BI). Three of the five were Salesforce. ■ Led a seven-week discovery of in-person workshops and requirements that produced the documents the implementation was committed against; detailed design followed. ■ Integration design across GreenID for identity, DocuSign for execution and Qvalent for payments - three separate flows, not one. ■ Power Pages caps primary navigation at five items, which drove a progressive-disclosure architecture for 200 to 250 internal and 2,000 to 2,500 external users across 350 to 400 practices.
DESIGN SYSTEMS LEAD 2022	Arrow Energy Shell and PetroChina joint venture. Employee platform modernization for 800 employees across Queensland coal seam gas operations. ■ Built the design token system and component library the platform runs on, and the architecture was built on top of them rather than retrofitted to them. ■ Led the architecture: a legacy on-premise SharePoint estate rebuilt as six hub-linked sites on SharePoint Online, with a custom navigation layer on Azure Functions. ■ Replatformed more than ten paper and legacy processes onto Power Platform. Live since 2023 on Arrow's own infrastructure.
SELECTED ENGAGEMENTS	Perpetual Client statement portal, first workshop to live product in ten days. South32 Information architecture and governance for infrastructure documentation. NSW Department of Education Statewide staff and student device management, taken over mid-engagement and shipped.
EARLIER 2021 - 2022 2019 - 2021 2016 - 2019 2014 - 2016 2013	Metcash Senior UX Designer Retail platform work across web and mobile. Freelance Toyota Finance Australia, M&C Saatchi, Surfrider Foundation. Laithwaites Wine Digital Design Lead Led a team of designers on mobile-first web and email. Outbound Full-Stack Developer C#/.NET back end and front-end delivery. Exposure Front-end Developer Custom analytics dashboards over API data.
TECHNICAL LANGUAGES FRONT-END MICROSOFT AI-ASSISTED PRACTICE	TypeScript, JavaScript · C#/.NET (2014 - 2016) React, React Native, Storybook, design tokens, WCAG 2.1 AA and axe-core gating Azure Functions, SharePoint Online, Dynamics 365, Power Platform, Power Pages Claude Code, OpenCode, GitHub Copilot, Model Context Protocol, AGENTS.md hierarchies CI quality gates, REST integration, automated accessibility testing
SPEAKING AND WRITING	Talk on AI governance and vibe coding, delivered with Insight's CTO of AI Engineering, May 2026. Two sessions across APAC. Inside my AI design engineering workflow - Insight APAC engineering blog, May 2026.
EDUCATION	Master of Design, Design Innovation and Strategic Design University of Sydney · six High Distinctions BSc Entrepreneurship in Technology, IT and Business University of Surrey