

Kusum Normoyle

Content design, UX writing



SuperSpeak.

Folio

kusum.normoyle@gmail.com

+61 403 000 071

Experience

Senior Content Designer

Government Technology Platforms, Digital NSW

2024 – 2025

- Led SharePoint content governance initiative. Designed a scalable and sustainable knowledge creation system. Content templates, patterns, writing style and standards, and automated governance
- Structured content models and NSW Government guardrail compliance
- Licensing NSW Pattern Library: UX /UI strings, documentation, governance, cheat sheets, and component management
- NSW Government digital licence scheme content on Service NSW. NSW Tobacco licences, Verify.NSW, PetRegistry, Park'nPay

Content Designer

Digital Strategy Investment and Assurance, Digital NSW

2022 – 2024

- NSW Government Digital Design System and Digital NSW website content designer
- Designed NSW Automation Guide, State Digital Assets Reuse Policy, Digital Restart Fund, technology innovation stories. Content design for various NSW Government digital policy, assurance, regulation and guidelines

Education Design Officer

Music and Sound Production, TAFE NSW Ultimo

2021 – 2022

- Bachelor of Creative Practice Academic Writing Workshop development and delivery
- Managed Moodle (LMS) and educator SharePoint. Standardised assessment and learning resources
- Led Music and Sound Production Industry Guest Lecture series. Communications, social media and graphic design

Data Analyst, Non-Traditional Research Outputs

The University of Sydney

2020 – 2021

- Analysed and reported research data for Excellence in Research Australia (ERA) submissions
- Academic research support and Australian Research Council (ARC) grant preparation and submission
- Contributed to The University of Sydney's Non-Traditional Research Output Guidelines revision

Research Support and Social Media Officer

Sydney College of the Arts, The University of Sydney
2016 – 2020

- Managed Non-Traditional Research Output and Excellence in Research Australia submissions
- Wrote grants, including successful Australian Research Council (ARC) grants
- The University of Sydney, Contemporary Art research data documentation, education and advocacy
- Full-stack Sydney College of the Arts Instagram content. Increased followers by 70%
- Responsible for The University of Sydney's Contemporary Art Research website projects

Sessional Academic Lecturer

UNSW Art and Design, University of Sydney, University of Wollongong
2014 – 2019

- Graphic Design for the Web, Video Art, Media Art, Sound Design, and Art History and Theory

Assistant Manager and Technology Educator

Thinkspace, Museum of Applied Arts and Sciences (MASS) / The Powerhouse Museum
2007 – 2019

- Developed and delivered commercially successful STEAM education programs
- Managed bookings, CMS, administration and a small team of educators

Skills

- Content design, operations and governance. Learning and curriculum design
- Voice, tone, style, guidelines, accessibility and design systems
- Content research and testing, SEO and content optimisation
- Information architecture, taxonomy and structured content
- Agile and SAFe, digital transformation, stakeholder management
- Multimedia content: video editing, graphic design, sound and music production, photography

Tools

- Design and prototyping: Figma, Miro, Canva, Adobe Creative Cloud Suite
- Content and publishing: Drupal, AEM, WordPress, Moodle, SharePoint
- Analytics and delivery: GA4, Confluence, Jira
- AI: Claude, Gemini

Education

- Foundation in Content Design, Content Design London, 2023
- Master of Fine Art (Research), UNSW Art and Design, 2020
- Honours, Sound and Media Art, RMIT, 2009
- Bachelor of Electronic Arts, University of Western Sydney, 2007