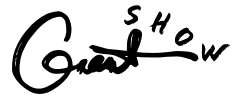


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A LEADER IN DESIGN, STRATEGY, AND BUSINESS.

PROFILE

I am first and foremost a designer—a practising creative who writes, takes photographs, and presents. I also build and lead businesses.

My work sits at the intersection of storytelling, making sense of complexity, aligning people around what matters, and creating systems that endure. Through The Outlook, I've channelled that into building a platform for design, product, and leadership.

I've founded and sold a digital agency, led multi-million-dollar transformation portfolios at Salesforce and Deloitte, and I write publicly about the role of design in shaping culture and business. I'm also a photographer and a presenter—someone who creates, not just leads.

A rare combination of creative instinct, commercial discipline, and the ability to build real things from scratch.

CAREER

Throughout my career, I've developed rich and diverse leadership skills, supported by mastery in design, engineering capability, and commercial acumen.

- **Mastery of design** across visual, UX, service design, and product strategy, shaping solutions for global and local markets
- **Renowned for strategic thinking, clear communication of complexity, and inclusive leadership** while delivering measurable results with a sense of playfulness
- **Broad, global perspective** having worked for industry leaders in Australia, Asia, EU, and America

LEADERSHIP

I bring a proven record of delivering transformative visions, actionable strategies, and results. I drive clarity, operational rigour, and inclusive collaboration to empower high-performing teams.

- **A natural at delivering vision and value**, creating compelling narratives that change hearts and minds paired with leading complex teams to deliver excellence
- **An entrepreneurial mindset combined with courage for progress** and the ability to easily compel others to act
- **A strengths-based leader that team members love to work with and** a distinct coaching and leadership style (check out my LinkedIn recommendations)

Experience



The Outlook

EXECUTIVE PRODUCER & CEO

NOV 2021 – PRESENT

Co-founded and lead Australia's premier platform for product, design, and leadership—a profitable, founded-led events and media business operating at the intersection of creativity, technology, and innovation.

- Grew revenue from \$160k to \$835k (forecast 2026) across ticketing, sponsorship, and partnerships, while maintaining a lean operation with a target 34% net margin
- Built a partner ecosystem of 250+ companies including Meta, Figma, City of Melbourne, and RMIT—with single-partner commitments up to \$85k and strong retention
- Designed and executed a modular growth strategy, expanding from a flagship conference into specialist events, a national awards platform, and a corporate festival model
- Managed end-to-end production across 30+ events for 6,000+ attendees, bringing production in house to convert traction directly into margin improvement
- Built a brand that sponsors and attendees actively choose over larger, more established platforms—achieving an NPS of 85 and 4.6/5 attendee satisfaction
- Raising \$250k in aligned capital to accelerate growth, capital allocation, and strategic planning
- Led a team of 20+ contractors, reinvesting over \$2.1m directly into Melbourne's creative economy through venues, suppliers, and talent



Salesforce

DIRECTOR, EXPERIENCE DESIGN

JAN 2024 – SEP 2025

Led large-scale transformation strategy for complex organisations, aligning diverse stakeholders around a shared vision and translating it into measurable outcomes.

- Defined a transformative experience vision and strategic roadmap for the Department of Education, addressing the complexities of the student lifecycle to improve outcomes at scale
- Led a multidisciplinary team of 35 across a \$30m transformation portfolio, ensuring measurable success against organisational goals
- Partnered with executive leadership to set program direction and navigate complex stakeholder landscapes across government and enterprise



Gosh Darn Yeah

DIRECTOR, EXPERIENCE DESIGN

JAN 2022 – PRESENT

An independent consultancy built on a simple idea: bring the right people together at the right moment. I assemble the industry's best across design, technology, and strategy to give organisations senior direction with the flexibility to scale specialist capability as required.

- Provide senior design direction and transformation leadership, scaling specialist capability to meet the specific needs of each engagement
- Operate as a flexible consultancy model—giving organisations senior strategic direction with the agility to scale up or down as projects demand



Purpose Conference

ADVISORY BOARD MEMBER

JAN 2021 – JAN 2024

I was extremely grateful to be a member of the Purpose Advisory Board, contributing to the way that the conference explores, celebrates, and amplifies the growing momentum of ethical, regenerative and social impact businesses.



Deloitte

DIRECTOR, EXPERIENCE DESIGN

AUG 2019 – JAN 2022

A Director at Deloitte operates as the commercial and delivery engine of the practice—winning work, managing client relationships, and running portfolios. I led design for Human Capital, driving capability building, strategy, and creative approaches that transformed experiences for leading organisations.

- Built a world-class design capability from the ground up, shaping how we brought the best experiences to clients and their employees across the full lifecycle
- Defined a three-year vision and strategy for the design team, setting clear success metrics and aligning with organisational goals
- Led cross-functional teams across a \$4m portfolio, delivering high-impact digital employee experiences in complex enterprise environments
- Directed diverse teams and skill sets, fostering collaboration and ensuring excellence across the design spectrum

Autodesk Inc.

SENIOR MANAGER, EXPERIENCE DESIGN

SEP 2018 – AUG 2019

Led a multidisciplinary team to define a modern product vision and strategy for complex industrial design software used globally.

- Served on the product leadership team for several multi-million-dollar product offerings, aligning design strategy with business goals
- Delivered a transformative product strategy and experience vision for the Automotive sector
- Empowered a distributed design team across Canada, Germany, the US, and China with clear mission and strategic direction

Australia Post

MANAGER, EXPERIENCE DESIGN

FEB 2016 – JUL 2017

Responsible for delivering the product strategy and experience vision that would transform Australia Post's deliveries experience across a federation of businesses.

- Delivered the Deliveries Experience product strategy and roadmap alongside technology, marketing, sales, and customer experience teams
- Recognised as an 'expert power' of customer, translating research and insights into compelling strategy and measurable outcomes

Morgan

CO-FOUNDER & DESIGN DIRECTOR

2008 – 2014

Founded a digital design agency servicing clients across finance, FMCG, eCommerce, not-for-profit, and consumer sectors. Ran design, strategy, and client relationships alongside a technical co-founder. Built the business to a successful exit in 2014.

- Built the business from scratch—winning clients, managing delivery, and growing a team across a broad range of industries
- Owned the full commercial cycle: pricing, proposals, client acquisition, delivery, and account management
- Successfully exited the business through sale, demonstrating the ability to build enterprise value in a creative services business

Earlier career

Academy Xi

INSTRUCTOR, UX & SERVICE DESIGN

2017–2022

Taught boot camps and long-form courses in UX and Service Design.

Deloitte

MANAGER, DESIGN

2014–2015

Managed strategists and visual designers across a broad range of consulting clients.

Real Estate Australia

SENIOR VISUAL DESIGNER

2007–2008

Senior designer at Australia's largest real-estate website for web and early mobile.

legal.consult

VISUAL DESIGNER

2005–2007

The wild west of digital—banners, microsites, Flash, and bad CMS platforms.