Hi, I'm

Nate

Design systems. Consumer apps. B2B tools.

Fully remote · Sydney, Australia



Email · Portfolio · GitHub · Figma · LinkedIn

74%
fewer tokens roadmapped; 17hr to 4hr across three brands
Bupa

$1.7M
from 3.6% more flyers finishing their booking
Virgin Australia

59,000+
App Store ratings, holding 4.7 stars
HCF Australia

8 years
embedded at Toronto General (UHN)
Healthcare Human Factors

About · Experience · Kind words · Skills and tools · Education · Awards · Training

About

Product design is the craft. Design systems are the speciality. I've designed consumer apps, B2B clinician tools, medical equipment and the design systems behind them. Each time, the job was to make the complicated feel obvious.

Why systems? I love them. Do it once, do it right, ship it everywhere. Change a colour in the tokens and it lands right on web, iOS and Android, so the developers just build.

Eight years on hospital software taught me what a bad default costs. A system only counts once it's built, so I moved into code. I work in Git, GitHub Actions, Playwright and TypeScript, with Claude Code.

My website, design system and tokens are all open source.

The code's on GitHub.

The tokens are on npm.

The plugin I built to help my team out is on Figma.

Experience

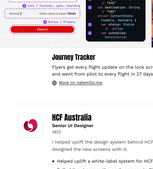
Bupa
Design Systems Consultant
2025 – 2026

Bupa brought me in to audit the design system behind three brands on web, iOS and Android. Requests came in through eight different doors. A classic case of solving the same problem twice.

- Mapped 5 token libraries into one source of truth
- A roadmap to 74% fewer tokens, 17hr to 4hr
- Roadmapped 45+ governance items
- Automated the team's intake, about 18 hours a week back

Result

74%
fewer tokens roadmapped; 17hr to 4hr across three brands



One system, three brands

Designers couldn't tell which of four primary buttons was real. I mapped the way back to one.

Read the case study

Virgin Australia
Design Systems Lead
2022 – 2024

I was senior UI designer on the booking redesign for iOS and Android. 3.6% more flyers finished their booking, worth $1.7M to Virgin. Then I ran the design system for Virgin Australia and Velocity: two brands, seven squads, 150+ people.

- Flyers now track their flight and bags live, both firsts for Australian aviation
- Pulled scattered libraries into one place
- Cut the colour tokens down, so designers stopped guessing
- Set up governance all seven squads worked through
- Built WCAG 2.2 AA into the foundation, not bolted on

$1.7M
from 3.6% more flyers finishing their booking



Journey Tracker

Flyers get every flight update on the lock screen. We designed 50 states and went from silent to every flight in 27 days.

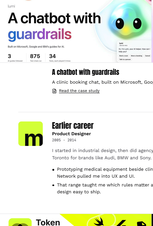
More on natemills.me

HCF Australia
Senior UI Designer
2021

I helped uplift the design system behind HCF's member app, then designed the new screens with it.

- Helped uplift a white-label system for HCF's brand
- Rolled it out across the app's screens in Figma
- Turned out screens fast beside a small UX team
- The app holds 4.7 stars from 59,000+ ratings

59,000+
App Store ratings, holding 4.7 stars



My Membership app

Members see what they have used and what remains in the limits tracker, beside the extras cover, health management and shared limits screens.

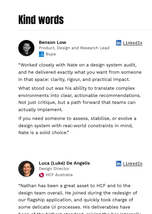
More on natemills.me

Healthcare Human Factors
Senior Product Designer
2014 – 2017

Eight years inside Toronto General (UHN), ranked No.2 in the world, where a confusing screen can hurt someone. I designed the preventable errors out.

- Started in industrial design, on medical equipment beside clinicians
- That work pulled me into UX, then UI, then systems across dozens of apps
- Compliance still shapes how I handle accessibility and security
- Built software with teams from Google Health, Apple and IBM
- Two team awards, W3B Best in Healthcare and Qualcomm Tricorder XPRIZE Bold Epic Innovator

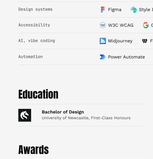
8 years
embedded at Toronto General (UHN)



Follow-up that scales

Testicular cancer hits men at their busiest. I designed the follow-up tool, and the component under it.

More on natemills.me

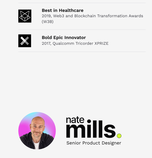


Earlier career
Product Designer
1995 – 2014

I started in industrial design, then did agency work in Munich and Toronto for brands like Audi, BMW and Sony.

- Prototyping medical equipment beside clinicians at University Health Network pulled me into UX and UI.
- That range taught me which rules matter and how to make good design easy to ship.

20 years
five disciplines, three continents



A chatbot with guardrails

A clinic booking chat, built on Microsoft, Google and IBM's guides for AI.

Read the case study

Figma plugin: stop token drift

Token Exporter is a plugin I built for Figma. Designers get clean DTCG tokens straight from their Figma variables, with no config.

Get it on Figma

Kind words

Benson Low
Product, Design and Research Lead
Bupa

"Worked closely with Nate on a design system audit, and he delivered exactly what you want from someone in that space: clarity, rigour, and practical impact.

What stood out was his ability to translate complex environments into clear, actionable recommendations. Not just critique, but a path forward that teams can actually implement.

If you need someone to assess, stabilise, or evolve a design system with real-world constraints in mind, Nate is a solid choice."

Alex Plummer
General Manager
Virgin Australia

"Nathan has done great work in Virgin Australia's Digital Design team as a Senior UI Designer, establishing the foundation for our design system, reworking design creation processes that streamlined our workflow and applying a much-needed technical framework to drive consistency and high-quality design across our channels.

I appreciate his no-nonsense approach and clear communication style. You can rely on him to tackle complex design challenges and deliver practical solutions."

Luca (Luke) De Angelis
Design Director
HCF Australia

"Nathan has been a great asset to HCF and to the design team overall. He joined during the redesign of our flagship application, and quickly took charge of some delicate UI conversions. His deliverables have been of the highest standard, raising the bar internally and helping the rest of the team with custom tools and helpers.

I would not hesitate hiring Nathan and am genuinely looking forward to working with him again in the future, should our paths cross again."

Joseph Cafazzo
Executive Director
Healthcare Human Factors

"Nate is a joy to work with. He would be my go-to designer when I sought exceptional creativity. He is so good at looking at all of our design inputs and synthesizing them into prototypes, and then on to realizing them fully.

His designs for our work at SickKids are still relevant and thriving, years after he conceived them. I have nothing but praise for Nate as an exceptional design colleague."

Skills and tools

Conversational AI	Claude API	PAIR Guidebook	MAX Toolkit	IBM Design for AI
Design systems	Figma	Style Dictionary	zeroheight	Storybook
Accessibility	W3C WCAG	Google	Microsoft	UnSC
AI, vibe coding	Midjourney	Figma Weave	Nano Banana	Claude
Automation	Power Automate	Power BI	Github Actions	Playwright

Education

Bachelor of Design
University of Newcastle, First-Class Honours

Awards

Best in Healthcare
2018, Web3 and Blockchain Transformation Awards (W3B)

Bold Epic Innovator
2017, Qualcomm Tricorder XPRIZE

Training

Learn Accessibility
Google

AI Fluency: Framework & Foundations
Anthropic

Accessibility Fundamentals
Microsoft

Enterprise Design Thinking Practitioner
IBM

Responsible Artificial Intelligence
TAFE NSW

Inclusive Digital Design
University of the Sunshine Coast

nate mills.
Senior Product Designer

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