

Buzz Osborne

Principal Designer

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Hey, I'm Buzz (He/Him)

I'm a product designer, founder and creative technologist with over twenty-one years of experience turning ambitious ideas into useful, memorable products.

I work best at the messy edge of strategy, design and technology — where customer problems are unclear, the stakes are high and the obvious answer usually isn't good enough. I work with founders, CEOs and engineering teams to find clarity in complexity, give ideas a sharper creative point of view and help teams produce work they didn't think they were capable of.

My background spans Principal Design roles at Help Scout, Buildkite and Atlassian; design leadership at Campaign Monitor and Sendle; early product design at Skype; and founding Prevue, 2 Weeks AI and my coaching business. I'm not precious about the medium. I'll move between strategy, systems, visual design, prototyping or code to find the core of an idea and make it real. I fall in love with problems, and bring an infectious energy for creativity wherever I work.

Away from the screen, I'm a dad to two lovely boys, husband to a talented graphic designer and someone whose mind is never too far from the ocean. [More...](#)



Experience

Principal Designer @ Help Scout

2024–Present

[See Case Study](#)

I returned to Help Scout to help shape the next generation of its customer support product — with a focus on AI, scale, automation, design systems and a completely redesigned Inbox experience.

My role sits between product strategy, creative direction and hands-on product design. I partner directly with leadership to define vision, coach designers toward sharper future-focused work, and stay heavily on the tools myself — designing and delivering some of the product’s most important new experiences.

Since returning, I’ve helped shift the team toward a more AI-native design approach: introducing new creative tooling, developing principles and education around designing with AI, strengthening design’s voice in product strategy and leading by example in how modern designers can think, prototype and ship in a rapidly changing landscape.

Contract

2023–2024

[See Case Study](#)

As a contractor I mixed visual design with coaching, running workshops, talking at events and advising companies on their creative strategies. I worked with a range of interesting tech companies, including Fair Supply and Canva to solve tough UX and UI challenges — building out design systems, evolving existing platforms and creating entirely new products.

Design Team Lead @ Buildkite

2022–2023

[See Case Study](#)

Reporting directly to the CEO, my core responsibilities were to enable design success throughout the business — teaching customer-centered tactics and best practice to a technically-minded organization.

In a leadership capacity I created cross-functional processes for designers to operate in a collaborative and effective way — and support individuals in their craft and professional development. I created a career growth framework, coaching structures, and processes necessary to help designers operate at their best.

On the tools, I created the design system and established the principles and visual direction for strategically important projects. I was also been responsible for modernizing the UI and creating the UX foundations for continued product growth.

Principal Designer @ Help Scout

2017–2022

[See Case Study](#)

My time at Help Scout — US-based customer support tool — was spent as Principal Designer; producing design work for high-impact features, while also producing processes and guidance to help facilitate great work in others.

As a designer, I created a whole new chat product and revenue stream, designed their embeddable suite of tools from the ground-up and produced a number of features aimed at helping support teams operate more effectively at scale. I collaborated remotely with engineers, customers and product leadership to see problems from concept to completion.

Working closely with the founders, I was also responsible for building the ways the fully-remote team collaborate and communicate as a team to design effectively at scale and across borders. In addition to creating the design system and ensuring its company-wide adoption, I worked directly with designers to encourage effective and creative approaches to the work.

Owner/Coach @ Your Friend Buzz

2016–Now

[Website](#)

Through my own business I coached hundreds of high-performing designers and creative individuals — helping them navigate tricky spots in their career and find clarity and purpose in moments of opportunity. I lead with honesty and humility, and aim to help designers uncover success on their own terms.

In this capacity I've had the privilege of coaching design leaders from the likes of Canva, Atlassian, Facebook, Webflow, Shopify, Wordpress and some amazing high-performing startups!

I facilitated design reviews for small tech teams — collaborating with designers on concepts, ideas and coaching individuals towards producing their best work. I also advised portfolio companies of one of Australia's largest VC firms — helping CEOs create effective design organizations.



Career

Year	Role
2024–Now	Principal Designer, Help Scout
2016–2026	Coach & Advisor, Your Friend Buzz
2022–2023	Design Team Lead, Buildkite
2017–2022	Principal Designer, Help Scout
2007–2018	Founder, Prevue
2016–2017	Lead Designer, Atlassian
2015–2016	VP Design, Sendle
2011–2015	Head of Design, Campaign Monitor
2010–2011	Lead Designer, Future Friendly
2009–2010	Lead Designer, Skype
2005–2009	Design agencies in London + Sydney



Industry

Speaking Events	
The Truth About Design Leadership – WDX	Keynote Speaker
'Breaking into Design', UNSW	Guest Lecturer
Edge of the Web Conference	Keynote Speaker
Design Systems for Small Teams	Webinar
Moving your Team to Figma	Event
Advance Australia Conference	Keynote Speaker, Sydney Opera House



Recommendations

People have said some nice things about me, which I genuinely appreciate — I measure my success by the success of others.

Nick Francis — CEO, Help Scout

"Working with Buzz for 5+ years was an absolute privilege. Rarely do you come across someone who cares so deeply for the customer, works so consistently to improve their craft, and makes every person around them better at their job..."

Tina Hsu — Group Lead, Canva

"Buzz is an one-of-a-kind mentor and coach. Being an expert in not only the craft itself, but in leading designers, Buzz's mentorship has elevated me and my team's efficiency and performance dramatically..."

Dave Greiner — Founder, Campaign Monitor

"Buzz had a phenomenal impact on Campaign Monitor in the 5 years he was with us. Buzz was as impactful as he is versatile. His role saw him redesign our brand and marketing site, lead the product design on a number of key features and manage/mentor design teams across both marketing and product to help them to their best work..."

Jasmin Wong — Staff Designer, Buildkite

"You've had SO MUCH impact on the design culture at Buildkite, it feels like we are a proper team now. And you've influenced processes so that design actually feels like a proper thing we do in Product..."



Let's chat!

References available on request.

More: [**buzzusborne.com**](https://buzzusborne.com)