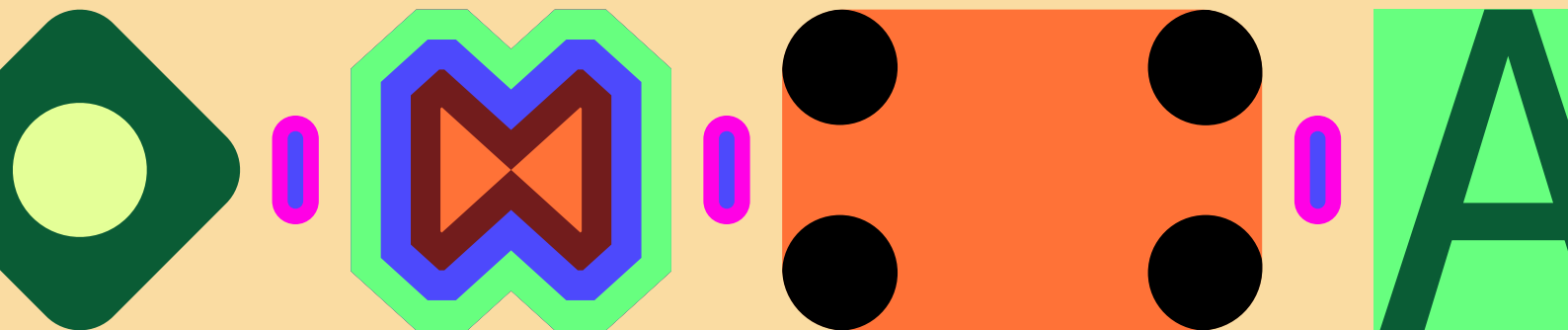




See how Australian teams  
are shaping the future of  
product design with Figma

# How Australia builds by design



SHIPPED

Australia Builds with Figma

# Contents

Executive summary	3
Introduction	5
Product design is everyone's business in Australia	6
Designer <> Developer collaboration is better on Figma	12
AI in product design, the next wave of innovation in Australia	17
Figma's expanding footprint in Australia	23
Conclusion: The future of building products in Australia is built on Figma	28

# Executive summary

## How Australia is leading with a digital-first mindset

Australia is embracing design as a key driver of digital transformation and business success. Design is no longer just about aesthetics—it's about function and creating seamless user experiences that drive tangible results.

As user expectations continue to rise, Australian teams are increasingly relying on Figma to design and build high-impact products that meet user needs. Figma's collaborative platform empowers teams to stay agile, bringing together designers, developers, product managers (PMs) and other business stakeholders to build high-quality products.

### Key Highlights

---



**Broad cross-functional engagement:** In Australia, two-thirds of Figma's weekly users come from non-design roles. This cross-functional engagement breaks down silos, making product design a team effort across disciplines.

---



**Efficiency gains in leading companies:** Organisations like CommBank and EndeavourX have seen measurable improvements in productivity with Figma. CommBank has reduced annotation time by 77% with Dev Mode, while EndeavourX reports saving 3 hours weekly in designer collaboration and 1.6 hours in cross-departmental coordination.

---



**Significant adoption in government and finance:** Figma's adoption in Australia's government sector is over 4.5 times higher than the global average, highlighting the country's focus on digital transformation. In finance, Figma's use is 30% higher than the global average, with Australia's top banks integrating Figma into their design and product development workflows.

With Figma, teams are not only working faster but also collaborating more fluidly across the product development process. This design and digital-first mindset is enabling Australian companies to set new standards in product design, positioning them to win and succeed in an increasingly digital world.

---

#### Broad Tool Adoption:

**2/3**

of Figma's weekly users come from non-design roles.

---

#### Time Saved:

EndeavourX reports saving

**3 hours**

weekly in designer collaboration and

**1.6 hours**

in cross-departmental coordination.

---

#### Dev Mode Efficiency:

CommBank has reduced annotation time by

**77%**

using Dev Mode.

---

#### Finance Sector:

Figma adoption is

**30%**

higher than the global average, with Australia's top five banks integrating Figma into their workflows.

---

#### Government Adoption:

Figma use in Australia's government sector is

**4.5x**

the global average.

# Introduction

## Product design's new era in Australia

By Noah Levin, VP of Design at Figma

---

### File Creation Milestone:

Australian users created nearly

**1.2 million**

Figma files in the past year.

---

### Cross-Functional Engagement:

**2/3**

of Figma's weekly users in Australia are non-designers.

Australia is emerging as a leader in product design and driving innovation across industries. At Figma, we've been fortunate to play a small part in this shift. From retail giants like Coles to tech innovators like Atlassian, Australian teams are using Figma to design and build products and experiences that stand out in today's increasingly digital world.

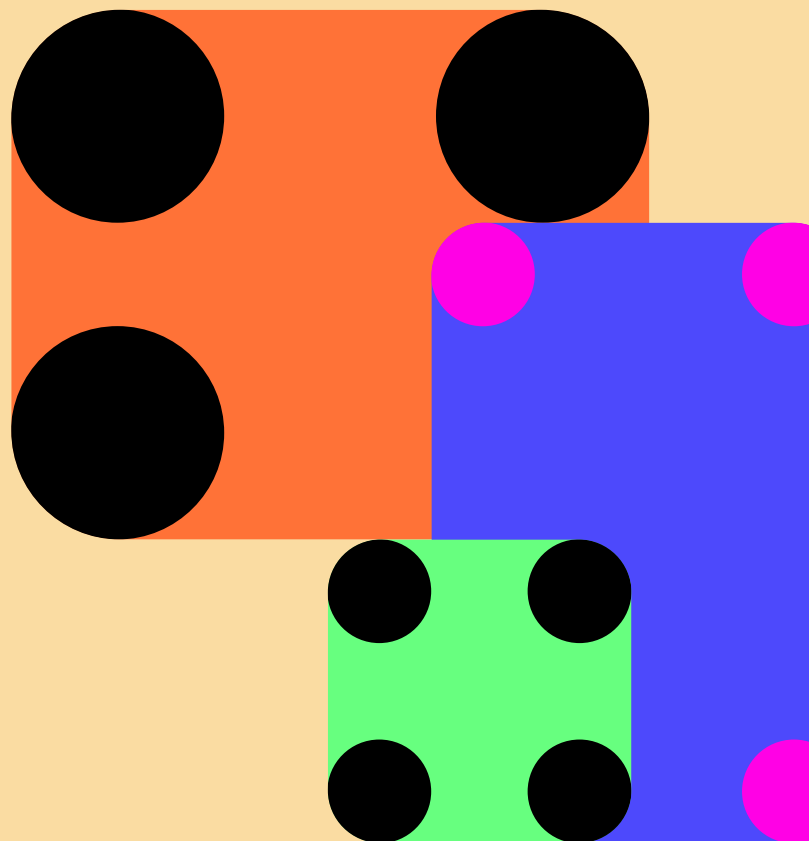
In fact, nearly 1.2 million Figma files were created in Australia in the past year. And it's not just designers using Figma. Two-thirds of Australians using Figma are from other disciplines. Product managers, developers, marketers and others are all joining in, contributing their unique insights and perspectives to the design process.

This is what Figma is all about: empowering people from all backgrounds and skill levels to design and build better digital products together. Seeing product teams in Australia at the forefront of this broader shift—where collaborative product design is seen as critical to business success—is inspiring.

It's still early days, and we've got a lot of exciting ideas to help teams go from imagination to reality, all in one place. We're excited to continue supporting Aussie teams as they continue to innovate, design and build amazing things with Figma.

1

Product design is  
everyone's business  
in Australia



# Unifying teams across roles

---

**53%**

of Aussies will switch brands if they are not satisfied with their digital commerce experiences.

Source: [Publicis Sapient](#)

---

**Broad Tool Adoption:**

**2/3**

of Figma's weekly users come from non-design roles.

For years, product design was seen as the domain of designers or the creatives in a company, but today, that perspective is changing. In Australia, companies are recognising that exceptional product design requires input from across the business.

With [53% of Australian consumers](#) likely to switch brands if their digital experience doesn't meet expectations, design has become a team sport where everyone—marketers, product managers, developers—plays a part.

Figma is at the heart of this shift, empowering teams to work together in real time on a shared, inclusive platform.

With two-thirds of Figma's weekly users in Australia coming from non-design roles, Figma is breaking down silos and creating a space where everyone can have a voice in the design process.

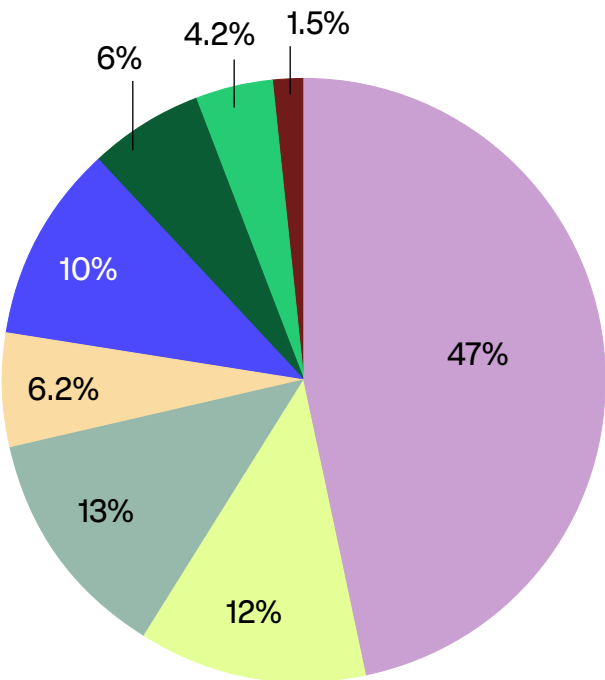
In Australia, there's even a slight lean towards non-design personas like marketers and product managers compared to global trends, highlighting an openness to broader collaboration. It's clear that more people in Australia see themselves as part of the design conversation, making for a richer, more holistic approach to building products.

And it's not just local teams feeling the impact. Jade Jiang, Senior Product Designer at Atlassian, points out that Figma's ability to unify teams across the globe —while still keeping an eye on the small details—has been critical in delivering standout products.

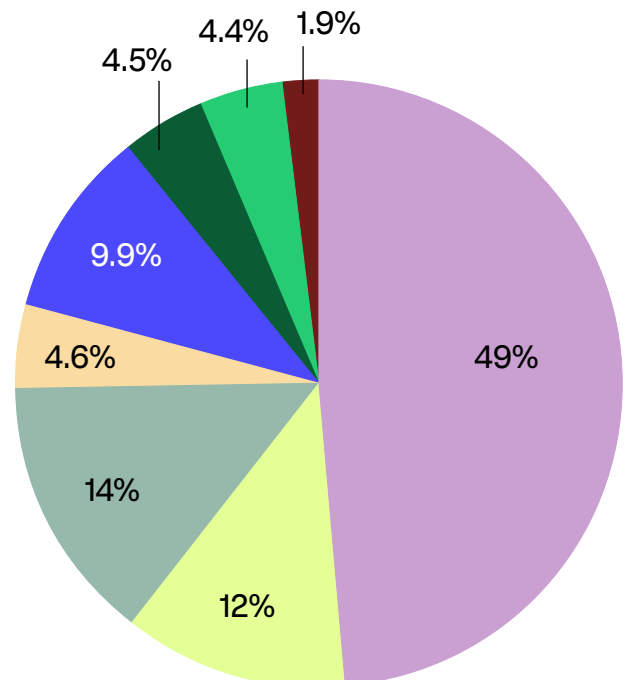
"Just having Figma be so open and collaborative by nature has been great. Being in a distributed company working across time zones, Figma has made async collaboration so much easier," says Jade.

### Distribution of Files Created by Job Title

Australia:



Global:



# Driving operational efficiency at EndeavourX

"On top of helping us with technical capabilities, Figma is a strong pillar that supports our ways of working in cross-functional teams."

Hallan Moulin

Chapter Lead UI, EndeavourX

---

Time Saved:

EndeavourX saves an average of

**3 hours**

weekly in designer collaboration and

**1.6 hours**

in cross-departmental collaboration.

EndeavourX, the digital innovation arm of Endeavour Group, exemplifies how Australian companies are leveraging Figma to streamline workflows. With over 45 multidisciplinary designers supporting brands like BWS and Dan Murphy's, EndeavourX needed a scalable tool to handle the complexity of its operations.

Figma allowed EndeavourX to consolidate tools, save time, and improve collaboration across teams. On average, EndeavourX reports saving 3 hours weekly in designer collaboration and 1.6 hours in cross-departmental coordination, thanks to Figma's unified workspace.

# Transforming cross-functional collaboration at Coles

"The transparent setup in FigJam fosters understanding and collaborative learning. We can seamlessly dive into a design file, discuss, and co-create in real-time, even in remote sessions with different departments and teams in the company."

**Nathan Streater**  
Group Design Manager, Coles Group

Coles Group, one of Australia's largest retailers, turned to Figma to unify its design processes, overcoming fragmented workflows and ensuring consistency across brands like Coles Supermarkets and Liquorland. With Figma, Coles' teams collaborate in real time, achieving a cohesive design language across digital platforms.

FigJam, Figma's online brainstorming tool, has been especially transformative, bringing more voices into the design process. From ideation sessions to weekly co-creation huddles, FigJam enables diverse teams—including business stakeholders and even the Chief Digital Officer—to brainstorm and give feedback instantly.

This open, collaborative approach has changed the game for Coles, creating a sense of shared ownership spanning the entire organisation.

# Embracing cloud-based tools for scalable success

---

**63%**

of Australian companies have ramped up investment in cloud-based design tools like Figma over the past five years.

Source: [Design: APAC's growth engine](#)

---

## Australia's Top Figma Integrations:

1. Embed Kit
2. Slack
3. Microsoft Teams

As they grow, Australian companies are making significant investments in cloud-based tools to stay agile and aligned. In fact, 63% of organisations have increased their investment in cloud-based design platforms like Figma over the last five years.

For retailers like Coles and EndeavourX, these cloud capabilities mean seamless updates, immediate feedback loops, and consistent workflows across departments.

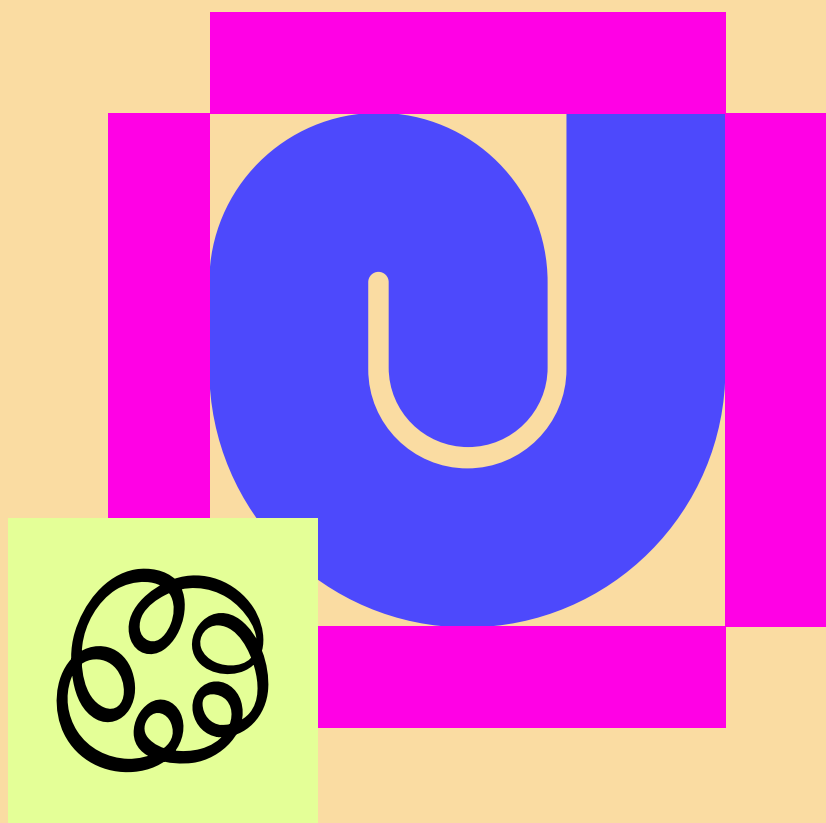
Integrations with Embed Kit, Slack, and Microsoft Teams make Figma even more powerful, connecting it with essential communication tools to streamline collaboration. These integrations allow teams to share insights, give feedback, and stay in sync—all without leaving the tools they rely on every day.

Australian companies are reshaping what it means to build products, with Figma making it possible for everyone to join the conversation. By bringing diverse perspectives into the process, Australian teams aren't just saving time—they're setting up adaptable, scalable systems that grow with them.

With Figma and FigJam, organisations like Coles and EndeavourX are creating a culture of collaboration where everyone, from product managers to the C-suite, plays a role in shaping exceptional customer experiences.

# 2

Designer <> Developer  
collaboration is better  
on Figma



# Building great products with designers and developers

Great products don't just happen—they're the result of collaboration, especially between designers and developers. In Australia, the alignment between designers and developers is increasingly becoming a cornerstone of successful product development.

64% of Australian respondents rate their designer-developer collaboration as effective, but 32% say it's only somewhat effective—showing plenty of room for improvement. This highlights the need for tools that enable smoother handoffs and reduce friction between teams.

Figma's Dev Mode directly addresses these gaps, making handoffs faster and helping both teams to work more collaboratively.

---

## Designer <> Developer Collaboration\*



\*Based on 100 Australian respondents from Figma's [design trend report](#)

# Streamlining processes with Dev Mode at CommBank

“Before Figma, UI designers had to manually spec and annotate each screen with sizing, spacing and all other layout details. With Dev Mode, developers are able to just hover over elements to check all of those details, which has made the process of handover smoother and a lot less time-consuming.”

**Joshua May**

Senior UI Designer, CommBank

## Handoff Efficiency Gains:

CommBank’s adoption of Dev Mode has reduced annotation time from

**6.5 minutes** to

**1.5 minutes**

per screen, speeding up handoffs with

**77%**

efficiency gains.

At CommBank, one of Australia’s leading financial institutions, Figma’s Dev Mode has been a game-changer in bridging the designer-developer divide.

Before adopting Dev Mode, the team spent significant time annotating each screen with technical details for developers, taking up to 6.5 minutes per file. With Dev Mode, annotation time has decreased to just 1.5 minutes—a 77% reduction—allowing CommBank to build faster, more accurate products and reduce miscommunication across teams.

# Efficiency gains at SafetyCulture

“Within a week of Dev Mode launching, we adopted every single feature. Dev Mode is now part of every handover, which has led to new clarity and efficiency across our team, especially for engineers to know what is ready and when, closing the loop sooner.”

**Josh Orr**

Head of Design, SafetyCulture

For SafetyCulture, Figma's Dev Mode provided the structure needed for effective design handoffs. Within a week of launch, SafetyCulture integrated Dev Mode into every project, allowing designers and developers to access the latest design specifications in real time.

This has helped them avoid the back-and-forth that can slow down projects, letting engineers confirm design details at a glance and keep projects on track.

# A culture of shared responsibility

Shared Ownership:

**59%**

of Australian respondents\* believe both designers and developers should take equal ownership of the handoff process.

\*Based on 100 Australian respondents from Figma's [design trend report](#)

Today's most successful teams aren't just working together. They're sharing responsibility for the final product.

Rather than treating the handoff as a one-way process, 59% of Australian respondents believe both designers and developers should take equal ownership. Figma supports this shared ownership by making it easy for both roles to collaborate closely from the earliest stages of a project, creating a culture where every team member feels invested in the outcome.

For fast-growing companies like Atlassian, maintaining this seamless collaboration as projects and teams scale is essential. As Jade Jiang says, "Getting the whole team, including developers, involved early in the process is really useful. It helps establish a sense of ownership from the start, breaking down the idea that design is a 'black box' for developers."

"Plus, developers often spot edge cases we might miss in the design phase, and their suggestions can lead to better solutions," she adds.

Figma's Dev Mode is bridging the gap between designers and developers in Australia, making handoffs faster and less error-prone. By providing both teams with a tool that supports seamless collaboration, Figma is helping to foster a culture of shared responsibility.

CommBank, SafetyCulture, and Atlassian's experiences show how powerful this alignment can be in building products efficiently and collaboratively, proving that when everyone owns the outcome, great things happen.

# 3

## AI in product design, the next wave of innovation in Australia



# Raising the ceiling and lowering the floor with AI

---

## AI for Efficiency:

**85%**

of respondents\* who are optimistic about AI say it has helped reduce the number of manual tasks.

\*Based on 100 Australian respondents from Figma's [design trend report](#)

Artificial intelligence (AI), particularly Generative AI, is reshaping industries worldwide, and product design is no exception. At Figma, AI isn't just a feature—it's a way to help teams work smarter, explore more ideas, and turn ambitious projects into real products.

For Australian designers and developers, Figma AI reduces manual work, giving them more time to focus on what they do best—building great products.

Among those optimistic about the future of AI in product design and development, 85% say AI has helped reduce the number of manual tasks, freeing up time for more creative and strategic work that adds real value.

Abraham Irha, a UX/UI designer at frog, part of Capgemini Invent, sees AI as a valuable addition to the design process. "I think it all comes down to using AI as a tool, not a replacement for what we do. It's helpful as a reference, especially when working with visuals. Using AI to generate reference images or ideas gives you something to start with. That's been really helpful."

Figma's approach to AI is all about raising the ceiling and lowering the floor—empowering experienced designers to push boundaries while also making it easy for anyone to join in and contribute to the design process.

Pierluigi Russo, a Principal Product Designer at Service NSW, sees this potential on the horizon: "A product manager can easily use Figma AI to create visuals that convey their ideas, enabling clear and efficient communication with designers."

This kind of access empowers more team members to get involved, making the design process even more collaborative. And we're already seeing how tools like FigJam AI are starting to drive this transformation forward.

**"When we talk about lowering the floor and raising the ceiling, we mean creating products that are more accessible but also expand what's possible."**

**Noah Levin**  
VP of Design, Figma

# Sparking collaboration and creative flow with FigJam AI

---

Atlassian is among the Australian organisations using FigJam AI to streamline brainstorming, making workshops more efficient.

FigJam AI is making it easier for teams to come together, brainstorm, and build on each other's ideas without the usual setup hassles.

For many teams, FigJam has become the go-to space not just for brainstorming but for early design work, especially when working with cross-functional partners like developers, who might be newer to Figma tools.

As Jade Jiang, who's also on Atlassian's AI team, says, "We brainstorm in FigJam, and we hold workshops there. It's great for early design work, particularly with devs. It's a really light way to get them introduced to the tools."

FigJam AI helps reduce the repetitive setup that can slow down ideation. Jade Jiang puts it well: "I like using FigJam AI to help set up brainstorming workshops—you don't always want to reinvent the wheel. Generative AI has been great for that."

# Developers' productivity gains with Large Language Models

---

## Productivity Gains:

Developers using AI tools in Figma are

**60%**

more likely to report a transformational impact on their workflow, with tools like LLMs enhancing productivity.

Source: [Anticipation, experimentation and AI: Design trend report](#)

Figma's commitment to AI also extends to developers, whose productivity is seeing notable gains with large language models (LLMs).

According to [Figma's AI report](#), developers using LLMs are 60% more likely to say that AI has had a transformative impact on the products they work on.

With AI handling routine tasks that previously took up much of their day, these efficiencies are essential for teams looking to iterate rapidly and bring products to market faster.

For Pierluigi Russo, the value of AI is clear. "Figma AI will increase efficiency by reducing manual tasks like naming layers and generating content. It saves time and provides a great starting point when kicking off new projects," he says.

# The next step: Team-wide AI integration

“Our goal is to build AI in service of designers and product teams, while being responsible and clear in our approach. As we combine the power of AI with the wisdom of our creative community, we see a future where AI becomes a true creative partner.”

**Kris Rasmussen**

Chief Technology Officer, Figma

While AI is already improving individual workflows, its impact on team-wide collaboration is just beginning to take shape.

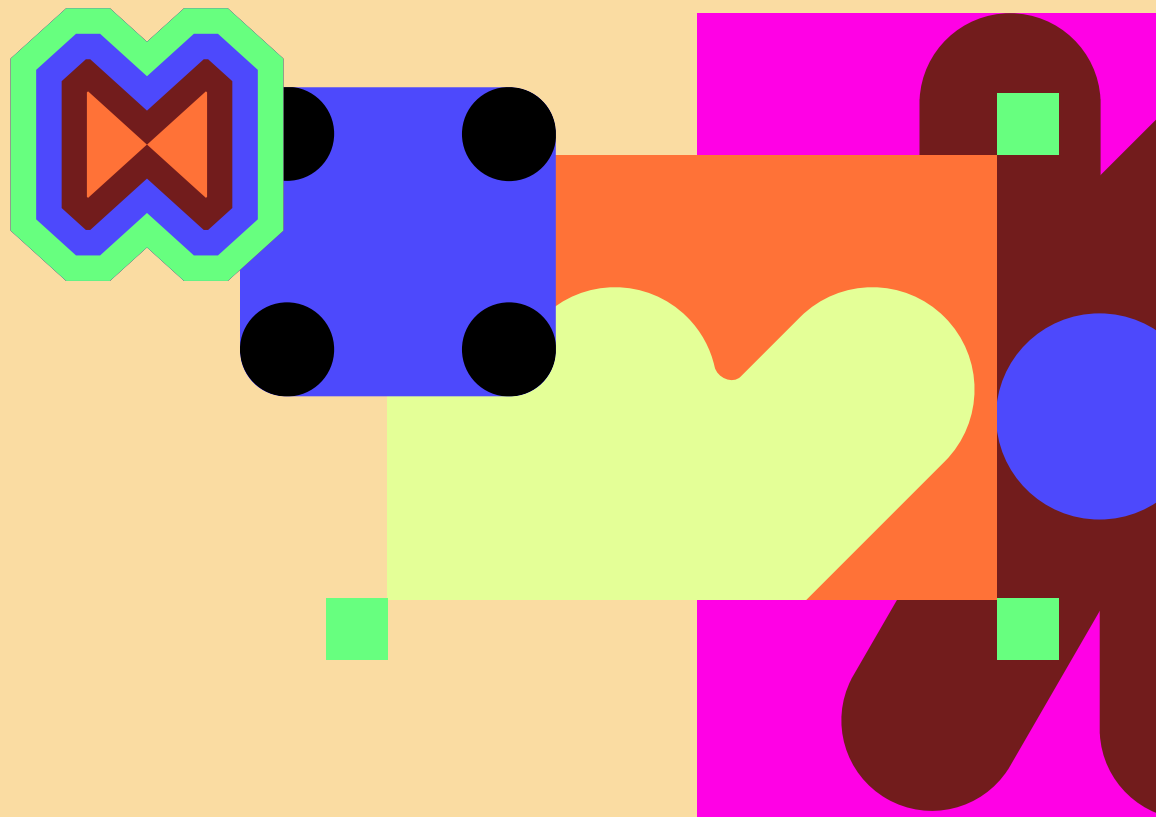
At Figma, we see AI as more than a productivity tool. It's a way to bring every team member into the creative process, aligning efforts across roles and stages in product design.

By raising the ceiling with advanced capabilities for experienced designers and lowering the floor to make design accessible to all, Figma AI supports a future where anyone can contribute to creating exceptional products.

Figma AI enables everyone—from seasoned designers to new contributors—to be a part of the design process, setting Australian teams up for a future where innovation and collaboration go hand-in-hand.

4

# Figma's expanding footprint in Australia

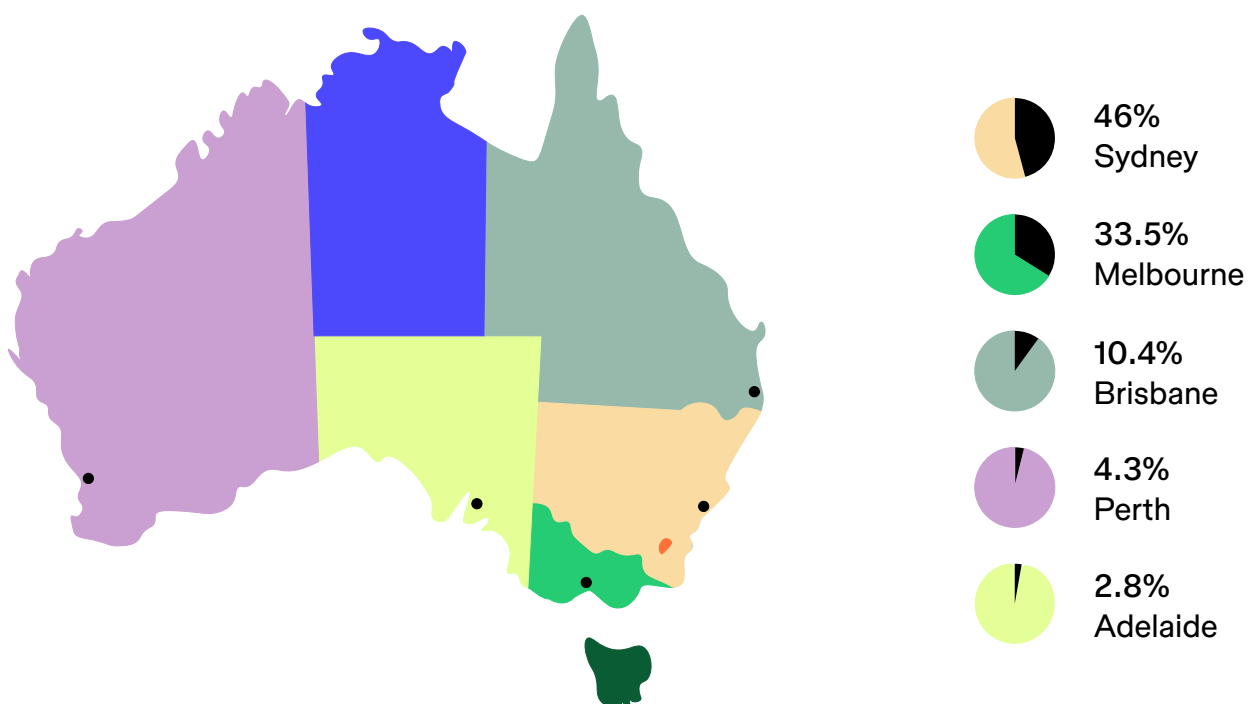


# A thriving community in key Australian cities

As Australia's product design landscape evolves, Figma's presence is growing right along with it. The platform has become essential for product design communities in major cities, with Sydney leading the way at 46% of national usage, followed by Melbourne at 33.5%.

Even smaller tech hubs like Brisbane (10.4%), Perth (4.3%), and Adelaide (2.8%) are embracing Figma, showing the platform's broad appeal and value across Australia.

## Top 5 Figma Usage in Key Cities:



# Broad industry engagement

Figma's versatility makes it a natural fit across a wide range of industries, and this is reflected in its user base. While business services and software account for a significant portion of Figma's local adoption, some sectors showcase uniquely Australian trends.

For instance, government adoption of Figma in Australia is more than 4.5 times higher than it is globally (3.05% vs. 0.66%), reflecting the country's strong focus on digital transformation. Unlike many overseas counterparts, Australian government agencies are more focused on digital initiatives, making Figma a key tool in modernising public services.

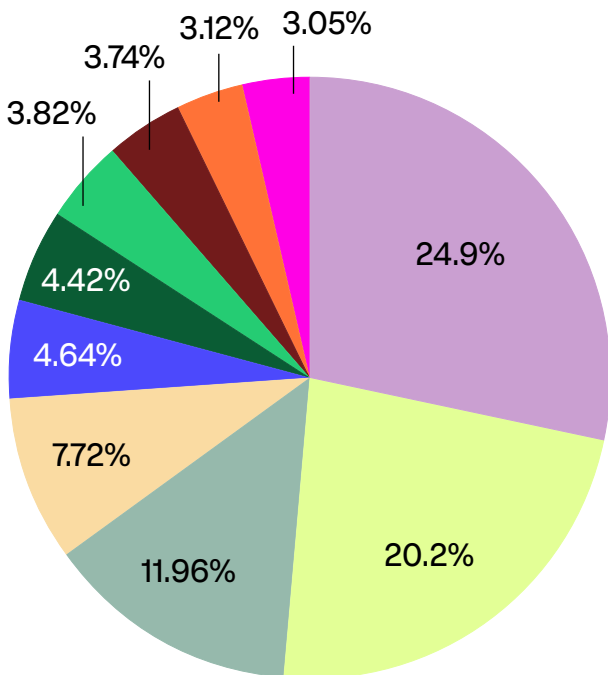
The finance sector in Australia is also seeing strong adoption rates, with usage approximately 30% higher than the global average (11.96% vs. 9.2%). This elevated uptake demonstrates how financial institutions are leveraging Figma to remain agile in a fast-paced, highly competitive digital environment.

Australia's top five banks—Commonwealth Bank, ANZ, NAB, Westpac, and Macquarie—now rely on Figma as a central part of their design and collaboration workflows, showing the platform's vital role in modernising financial services across the country.

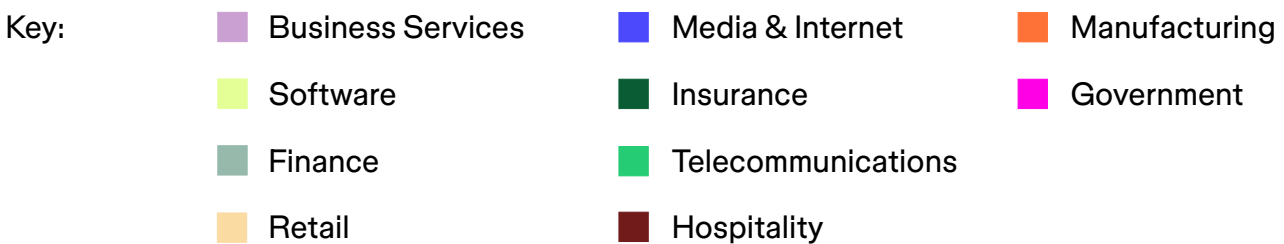
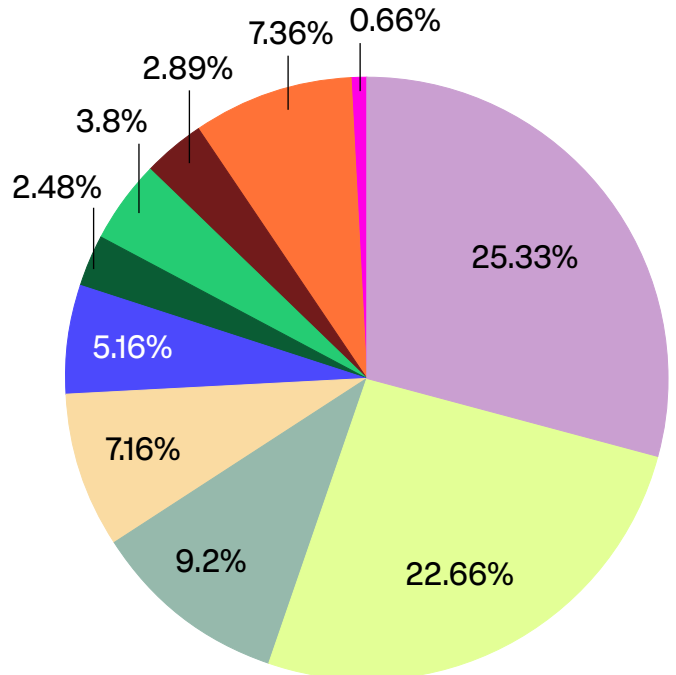
Together, these trends reveal Figma's role as a foundational tool across diverse sectors in Australia, supporting organisations—from business services to government institutions—in building great products.

### Industry Breakdown:

Australia:



Global:



# Building a robust community with Friends of Figma

**"Friends of Figma is a space for designers, developers, and product managers to come together, share knowledge, and help each other grow."**

**Pierluigi Russo**

Friends of Figma Leader, Sydney

Figma's commitment to supporting its Australian users extends beyond the platform through Friends of Figma—community-led groups in Sydney, Perth, Melbourne, and beyond. These groups bring together designers, developers, and product managers, offering spaces to share knowledge, collaborate, and grow.

Sydney's Friends of Figma group alone has hosted 9 events since mid-2023, each drawing between 100 to 200 attendees. These community events offer valuable spaces for knowledge-sharing, collaboration, and community-building among Australian designers.

This thriving Friends of Figma community embodies Figma's mission to empower teams through inclusivity and support. More than just a tool, Figma has become a network where creative minds connect and push boundaries together.

# Conclusion: The future of building products in Australia is built on Figma

In Australia, the shift to a digital-first mindset is transforming how products are designed, built, and brought to life. Product design is no longer a specialised function—it's a core business strategy.

Figma is proud to stand alongside Australian companies as they lead this transformation, equipping teams with the tools and flexibility to turn ambitious ideas into high-impact digital experiences.

Today, Australian teams are using Figma to push the boundaries of what's possible in a fast-paced digital landscape—enabling real-time collaboration across roles, seamless integration of designer and developer workflows, and an open and agile design culture.

From streamlining development at CommBank to a more collaborative design process at Coles, Figma is powering companies across industries to create products that make a difference. This drive to improve and innovate reflects a deep-seated commitment to meet user needs and set new benchmarks in digital experience.

Beyond the tools, Figma's growing Australian community—brought together through Friends of Figma chapters, workshops, and events—demonstrates the platform's local impact. This community is more than a user base. It's a network of Aussie teams focused on solving challenges together and continuously advancing their craft.

As digital needs continue to evolve, so too will Figma's partnership with Australian companies, helping them adapt, scale, and build products that stand out.

In this new era of design and development, the future of building products in Australia is rooted in a culture of innovation—and it's all built on Figma.

