## UX & UI DESIGN · BRAND DEVELOPMENT

A Melbourne-based Digital Designer, with a strong background in conceptualising Design Briefs, coordinating Creative Strategies, and delivering User-Centric Experiences across print and digital media. In my current role as a UX and UI Designer at CX Loop, I led the start-up project, Job Tetris, from concept to a development-ready SaaS product.

My experiences in Freelance settings have allowed me to cover areas of Digital Marketing, Customer Experience, Branding and, UX & UI Design, prioritising Digital Accessibility and Inclusivity. With this experience, I am excited to bring my creative and storytelling approach into a cross-functional team where I can contribute to delivering unique solutions.

## RELEVANT EXPERIENCES

### UX AND UI DESIGNER · Contract                          Sep 2023 - Present
**CX Loop** · Melbourne

Leading the start-up project, Job Tetris, from concept to a development-ready SaaS product. Ensuring visual consistency by creating an accessible Design System, including a detailed Figma Component library aligned with brand guidelines. Through iterative Usability Testing and Prototyping based on user feedback, enhanced the overall UI and reduced the onboarding time from 8 to 5 minutes.

- Job Tetris · UX & UI Project | Password: **cloud**

### DIGITAL DESIGNER · Freelance                          Nov 2022 - Present
Clients: **Taquito Bar, FT Group, GOTA** · Remote

Creating distinct visual identities for various brands involving producing Brand Style Guides and developing Digital Assets for cross-platform campaigns. This includes designing EDM content, Responsive Website layouts, Social Media Graphics, implementing Digital Asset libraries, developing Brand Logos, designing Print and Packaging materials, and creating document templates for corporate communication.

- Visual Designs Projects
- EDM and Web Design Projects

### UX DESIGNER & UX RESEARCHER · Contract                 May 2023 - Jul 2023
**Brunswick Design Services** · Melbourne

Collaborated with the client's research team to transform complex data into visually clear designs for external stakeholders. Prioritising user engagement and accessibility, I created an accessible Design System in Figma. The final designs were provided in two versions, suitable for both Print and Digital media.

- Persona Designs · UX Design & Research Project

### UI AND UX DESIGNER GRADUATE                            May 2022 - Sep 2022
**RMIT University** · Melbourne

Led End-to-End Product Design project cycles from User Research to delivering Design Systems, Wireframes, Responsive Prototypes, and Presentations as part of the two immersive courses. Utilised iterative design processes such as User Journey Mapping and Usability Testing to integrate feedback, enhancing overall user experience.

- Crate Hub · UX & UI Design Project

## SKILLS

**Product Design**
Information Architecture · User Personas · Journey Mapping · Wireframes · Low-High Fidelity Mockups · A/B Testing · UI design · Interactive Prototypes · Design System Management · Interaction Design · Project Hand-off

**Visual Design**
Visual Hierarchy Design · Brand Style Guide · Typography · Iconography · Illustration · Print Design · Logo Design · Grid Systems · UI Animation

**Web Content & Digital Marketing**
Visual Storytelling · EDM Design · Project Delivery and Presentation · Design Strategy · Email Campaign Templates · Social Media Marketing · SEO Optimisation · Layout Design

**Softwares**
Figma · Adobe XD · Adobe Indesign · Adobe Illustrator · Canva · FigJam · Miro · Sketch · Notion · Artboard Studio · Microsoft Office · Squarespace · Hubspot · Typeform

## EDUCATION

UX Design Course · RMIT University

UI Design Course · RMIT University

Squarespace Training · Linkedin