DIGITAL DESIGN · HUMAN CENTERED DESIGN

A Melbourne (Naarm) based Digital Designer creating accessible digital experiences and unique solutions, prioritising Human-Centered Design. In my current role as a UX and UI Designer at CX Loop, I have led the design process to develop and deliver a new SaaS web platform from the concept stage to a Development Ready UI system in Figma.

My experiences in **Freelance** settings have allowed me to cover areas of Service Design, Customer Experience, Brand Identity and, **UX & UI Design** for both **Web and Mobile interfaces**. I am excited to bring these skills into a collaborative and agile environment where I can contribute to delivering human-focused solutions.

RELEVANT EXPERIENCES

UX AND UI DESIGNER · Contract   SEP 2023 – Present
CX Loop · Melbourne

- **Product Development:** Developing a SaaS Web Platform for a Startup Project. Leading the design process from the concept stage to user research, transforming user insights into intuitive process maps and delivering a Development Ready Product with a full UI kit in Figma.
- **User Research Analysis:** Utilising tools like Miro, Typeform and Notion to translate survey analytics into visual maps, and structured databases, identifying user pain points and measuring feasibility.
- **Design System Development:** Creating an accessible Figma Design System, integrating brand assets into a Local Components Library with detailed properties making it ready for development, and reducing future product development and management costs.
- **Usability Testing & Prototyping:** Developing UI mock-ups and prototypes, refining iteratively with user feedback and streamlining the onboarding journey from 8 to 5 minutes while enhancing user accessibility.

DIGITAL DESIGNER · Freelance   Nov 2022 – Present
Clients: **Taquito Bar, Frazer Tremble** · Melbourne

- **Branding:** Establish distinct Visual Identities with Brand Style Guides and templates for cross-platform design campaigns. Successfully delivering Brand-defining Stickers, Menus, Posters and Digital Assets.
- **Document Design:** Transform complex data into engaging and clear visual formats using FigJam and InDesign. Synthesising database into insightful reports using Notion and Excel to communicate key findings.
- **Visual Design:** Implement cohesive Design System in Figma for future product design. Creating Presentation and Document Templates in Canva and Adobe Illustrator to enhance corporate communication.
- **UX Research:** Transform comprehensive research data into compelling user friendly designs presenting User Personas. Translating user insights into easy to understand process flows to enhance user experience.
- **Service Design:** Identify improvement opportunities and employ co-design techniques to conceptualise and test new ideas.

EDUCATION

RMIT University
Bachelor of Business Marketing ·
2012 - 2015

RMIT University
User Experience And User Interface Design Courses ·
May 2022 - Sep 2022

DESIGN SKILLS

Wireframing and UI Mock-up
Visual Storytelling
Project Delivery and Presentation
Design System Management
Website Development
Usability Testing and Prototyping
Sketching and Story Boarding
Branding and Iconography
Visual Hierarchy Design

KEY TOOLS

Figma
Adobe Creative Suite
Miro
Sketch
Lucid Chart
Canva
Notion
Microsoft Office
Google Workspace
Typeform

KEY PROJECTS ⬀

UX AND UI DESIGN · JOB TETRIS ⬀
Designed for a new SaaS Web Platform · CX Loop

UX AND UI DESIGN · CRATE HUB ⬀
Designed for an Online Music Database App · RMIT University

UX DESIGN & UX RESEARCH · PERSONA DESIGNS ⬀
Designed User Personas and UX Research Presentation · Brunswick Design Services

PAST EXPERIENCES

UX DESIGNER & UX RESEARCHER · Contract
May 2023 – July 2023

Brunswick Design Services · Melbourne

- **Visual Storytelling:** Translated user research into refined user journeys, and process maps, to address pain points effectively and transform complex data into compelling narratives for informed design decisions.
- **User-Centric Design Iterations::** Conducted iterative cycles informed by UX research, refined designs and personas based on user feedback for tailored interfaces prioritising accessibility and user engagement.

CUSTOMER RESOLUTION CONSULTANT (B2B) · Casual
Aug 2020 - Aug 2023

BEGA Cheese · Melbourne

- **Stakeholder Management:** Fostered stakeholder relations, designing solutions and resolving disputes for process improvement.
- **Problem-Solving:** Translated customer requirements into actionable solutions to enhance their experience across various platforms, using SAP tools, CRM Cloud and Microsoft Excel.

BARTENDAR · Permanent
Sep 2017 - March 2020

Rooftop Bar And Cinema · Melbourne

- **Customer Engagement:** Enhanced satisfaction through active engagement and customer feedback integration.
- **Creative Solutions:** Developed signature cocktails, reducing waste and optimising kitchen operations.

MARKETING AND SALES OFFICER · Permanent
Oct 2015 – Sep 2017

Smart Group · Melbourne

- **Strategic Marketing:** Administered strategies and objectives via CRM Cloud for effective customer journey communication.
- **Data-Driven Marketing:** Utilised analytics to refine marketing campaigns, targeting, and measurable outcomes.

DIGITAL MARKETING INTERN · Internship Contract
Feb 2015 – Sep 2015

Gordian Global Solutions · Melbourne

- **Social Media Initiatives:** Contributed to social media marketing for increased brand visibility and engagement.
- **Research & Presentation:** Effectively presented a final research project, showcasing strong communication skills.

Please kindly reach out if you require contact information of Professional References.