

Professional Summary

A digital designer with 5 years work experience with proven ability in the disciplines of UI/X design, web and app design and vector illustration. In three years, as Digital Media Officer, oversaw the design and development of websites, email campaigns, client portals, dashboards, learning management systems and mobile emergency response apps

Experience.

CURRENT

Digital Media Officer | Hendry Group

Digital designer, working in conjunction with engineers on the visual and interaction designs on web/mobile-based applications and providing wireframes and mockups for development and interfacing across product teams. Active in developing and maintaining websites.

Hendry products and services I've worked on:

Infinity Client Portal, Headsup Emergency Response & Broadcast App + web admin panel, Warden Management Dashboard, HendryIQ LMS

- Working alongside the development team to create digital products that coincide with UI/X best practices
- Designing and developing low to high fidelity user interface prototypes for mobile and web-based applications
- Designing and developing comprehensive sub-brands to go alongside digital products and services
- Managing websites and ensuring the fidelity of back-end infrastructure
- Producing promotional material for digital service offerings
- Producing video content for online promotion
- Producing visuals for EDM campaigns, social media and other digital marketing campaigns and communications

MAR 2018

MAR 2018

Graphic Designer | Money Lab & Money for Jam

Designer embedded in the marketing team. Active contributor in the brainstorming and creative direction for digital marketing strategy.

- Production of marketing collateral, internal graphics, social media content and spearheading WordPress site overhaul
- Delivering an efficient design process during a time of change
- Overseeing development and roll-out of new brand identity & strategy
- Maintaining consistency across print & digital platforms, including sales collateral and website design
- Creating and implementing strategic marketing and promotional plans in the financial lending & services space
- Developing assets for marketing promotions and campaigns to increase brand awareness
- Creating print and web layouts for internal, B2B and B2C comms

AUG 2017

FEB 2019

Volunteer Graphic Designer | Positively Transforming World

- Designing graphics for social media, events and magazines
- Working alongside volunteers globally to empower communities through good health and quality education

JUN 2017

2015

Freelance Digital Designer

Working closely with clients on small-medium projects, both print and digital.

Education.

RMIT University | 2014-2017

Bachelor of Design
Graduated with Distinction

Key Skills.

- Wireframing and interactive prototyping
- Branding, microcopy, call-to-actions
- User journeys, scenarios, storyboards
- Research and design strategy
- End-to-end product delivery
- Feedback-driven iterative work process
- Visually astute

Talents.

- Always considering the bigger picture
- Personable, energetic collaborator
- Delivery-focussed, enthusiastic, adaptable
- Embracing challenge and experimentation
- Working well under pressure

Software Skills.

Design

- Adobe XD
- Illustrator
- Photoshop
- InDesign
- Premiere Pro
- After Effects
- Sketch
- Zeplin
- Invision
- Figma
- Framer
- Marvel

Web Design/Development

- HTML / CSS
- Getting better at JavaScript, jQuery & Vue
- Learning Tailwind CSS
- Comfortable in WordPress, Squarespace, Webflow, Wix

3D Modelling/Environments

- Autodesk Maya
- Zbrush
- Unity