

# Estelle Jin

## UX designer based in London.

Just a curious girl creating experiences to make people's life easier.

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## WORK EXPERIENCE

Mar 2017  
Jul 2017

**General Assembly London**  
**UX Design Immersive Program**  
Completed 5 UX Design Sprints with Agile methodology.  
Redesigned OLIO iOS app onboarding experience.

May 2016  
Mar 2017

**Fred & Farid, Creative Agency**  
**Digital Account Manager / UX Designer**  
*Clients: Audi, MSD Univadis, Avene.*  
Designed and launched a Chatbot, Registration page and Smart Search for Univadis China.  
Involved in all aspects of the product from brainstorming, defining requirements, to designing and testings, as well as working with engineers and producers to make sure everything comes together well.

Oct 2015  
Mar 2016

**CRV Event**  
**Project Manager (Contract)**  
*Clients: Bonhams, Vacheron Constantin, Beneteau.*  
Planned and organised a Vintage car show.

Aug 2014  
Sep 2015

**Career Break**  
Traveling in 7 countries and self taught coding.

Mar 2013  
Jun 2014

**[www.shp.tv](http://www.shp.tv)**  
**Talent Agent for TVC Directors**  
Represented 30 directors and won 2 pitches.

Nov 2009  
Jun 2012

**[www.mei.com](http://www.mei.com) (Alibaba Group)**  
**Senior Digital Merchandising Manager**  
*Clients: L'Oreal, Estee Lauder, Coty, LVMH.*  
Built assortment, negotiated product offer terms.  
Coordination with cross-functional departments.  
**Digital Merchandising Manager**  
*Clients: Swatch Group, Luxottica.*  
Help define working processes for the startup.

Jun 2007  
Nov 2009

**Sephora - LVMH Group**  
**Sephora Brand Marketing Officer**  
Developed new product Launch Strategy and Marketing plan. Inventory management. Product training. Created limited edition for China market with local suppliers following brand guidelines.

## SKILLS + TOOLS

**RESEARCH**  
Competitive Analysis, Interviews, Surveys, Contextual Inquiry.

**IDEATE**  
Design Studio, Crazy 8.

**DEFINE**  
Task Analysis, Affinity Map, Personas, User Journey, MoSCoW Features prioritisation, MVP.

**DEVELOP**  
Sketching, Wireframing, Information Architecture, Prototyping (**SKETCH**, **Omnigraffle**, **Marvel**, **InVision**, **Zeplin**), Usability Testing.

## LANGUAGES

**Trilingual:** English, French, Chinese.

**Front-end coding:** HTML5, CSS3, Bootstrap, JQuery, JavaScript notions.

## EDUCATION

edX CS50 - from 2016 (ongoing).  
Introduction to Computer Science.

KEDGE Business School - 2007.  
Master's degree in Management.

## PERSONALITY

Curious, positive, pragmatic.

## INTERESTS

Climbing, Hiking, Music, Traveling ([www.curiousbanana.com](http://www.curiousbanana.com)), Sci-Fi, Spicy Food.