Estelle Jin

UX designer based in London.

Creating experiences that makes people's life easier.

www.estellejin.com

estelle.jing.jin@gmail.com

+44 7762 000913

WORK EXPERIENCE

Mar 2017
Jul 2017

General Assembly London

UX Design Immersive Program
Completed 5 Agile UX Design Sprints.
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

Talent Agent for TVC Directors
Represented 30 directors and won 2 pitches.

Nov 2009
Jun 2012

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: Interviews, Surveys, Contextual Inquiry, Competitive Analysis.

IDEATE: Design Studio, Crazy 8.

DEFINE: Task Analysis, Personas, User Journey, MoSCoW Features prioritisation, MVP.

DEVELOP: Sketching Wireframing, Information Architecture, Prototyping (SKETCH, MARVEL, INVISION, ZEPLIN), Usability Testing.

LANGUAGES

Trilingual: English, French, Chinese.

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

EDUCATION

edX CS50 - Introduction to Computer Science.

KEDGE Business School - 2008 Master's degree in Management.

PERSONALITY

Curious, positive, pragmatic.

INTERESTS

Climbing, Hiking, Music, Traveling (www.curiousbanana.com), Sci-Fi, Spicy Food.