

Estelle Jin

UX designer based in London.

Creating digital experience that makes people's life easier.

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WORK EXPERIENCE

- Mar 2017 - Jun 2017 **General Assembly London**
UX Design Immersive Program
Redesigned OLIO app onboarding experience.
- May 2016 - Mar 2017 **Fred & Farid, Creative Agency**
Digital Account Manager / UX Designer
Clients: Audi, MSD Univadis, Avene.
Designed, developed and launched a Chatbot, Registration page and Smart Search for Univadis China.
- Oct 2015 - Mar 2016 **CRV Event**
Event manager (Contract)
Clients: Bonhams, Vacheron Constantin, Beneteau.
Organised 2 gala dinners.
- Aug 2014 - Sep 2015 **Career Break**
Solo Traveling. Learnt HTML, CSS, Javascript.
- Mar 2013 - Jun 2014 **www.shp.tv**
Talent Agent for TVC Directors
Negotiated contract terms on behalf of talents.
Organised animation film festival www.panamanim.fr.
- Nov 2009 - Jun 2012 **www.mei.com (Alibaba Group)**
Senior Digital Merchandising Manager
Clients: L'Oreal, Estee Lauder, Coty, LVMH.
Digital Merchandising Manager
Clients: Swatch Group, Luxottica.
- Nov 2008 - Feb 2011 **LVMH Group**
Sephora Brand Marketing Officer

EDUCATION

- Since 2016 edX - CS50x Introduction to Computer Science.
- Sep 2008 - Nov 2009 KEDGE Business School - Master degree in Business Management.

SKILLS

UX/UI.
Digital Project Management.
E-commerce.
Digital Marketing.
Brand Strategy.
Product Development.

UX TOOLKIT

RESEARCH: Surveys, Interviews, Contextual Inquiry, Competitive Analysis.
IDEATE: Design Studio, Crazy 8.
DEFINE: Task & Feature Analysis, User Journey, MVP, Personas, MoSCoW method.
DEVELOP: Wireframing, Information Architecture, Prototyping (SKETCH, MARVEL, INVISION, ZEPLIN). Usability Testing.

LANGUAGES

Trilingual (En/ Cn/ Fr)
HTML5, CSS3, JAVASCRIPT, JQUERY, BOOTSTRAP.

PERSONALITY

ENFP, inventive, curious, optimistic, pragmatic.

INTERESTS

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