

KELSEA WALL

PRODUCT DESIGNER

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I am a multidisciplinary Product and Digital Designer with 5+ years of experience creating intuitive, user-centered interfaces and digital experiences. With my foundation in illustration, creative technology, and UX methodologies, I bring visual storytelling and functional design together to solve real user problems. I am really passionate about designing elegant, responsive products that balance creativity, clarity, and usability.

CORE SKILLS

Design tools:

Figma, Adobe XD, Illustrator, Photoshop, InDesign, After Effects, Premier Pro.

UX/UI:

Wireframing, Prototyping, Responsive Web Design, Design Systems.

Research & Process:

Double Diamond, Affinity Mapping, Benchmarking, A/B Testing.

Soft Skills:

Communication, Problem Solving, Collaboration, Creative Thinking.

WORK EXPERIENCE

Product | Digital Designer

2022–Current

Cover-More Group | Full Time | Sydney, NSW

Australia's leading provider of travel insurance, offering global expertise backed by Zurich Insurance Group. Providing customers with quality travel insurance plans, emergency assistance, and exceptional customer service. My duties include but are not limited to:

- Designed user-centered digital assets across multiple platforms, ensuring consistency with brand and accessibility standards.
- Collaborated cross-functionally with marketing, dev, and brand teams to align UX goals and business KPIs.
- Created polished UI designs and prototypes in Figma, maintaining component consistency across platforms.
- Contributed to A/B testing initiatives for web components and visual treatments.
- Produced pixel-perfect designs using Figma and Adobe XD; documented assets for handoff to front-end developers.
- Championed visual storytelling by incorporating custom illustration and iconography where appropriate.
- Ensured all creative output adhered to WCAG accessibility guidelines.

Creative Technologist

2019–2022

Junior Learning® | Full Time | Auckland, NZ

Junior Learning® is a leading developer of educational toys, games, and technology applications combining the latest educational research with expertise in toy design. My duties include but are not limited to:

- Print and digital marketing design including socials, EDMs, B2B brochures, web banners, etc.
- Catalogue layout.
- Liaising between key stakeholders (sales and marketing team, design team, and offshore manufacturers)
- Product design and development from concept to production.
- Product Photography.
- Illustration.
- 3D Design.
- Website management.
- Pre-press.

Social Media Manager | Admin Support

2015–2019

ICR Studios | Part Time | Auckland, NZ

ICR Studios is an award-winning architecture firm that believes in listening, deliberation, and collaboration are key to creating simple, but compelling architectural solutions. My duties include but are not limited to:

- Database Management.
- Photo Editing.
- Managing Social Media (Facebook, Instagram, and YouTube)
- File Management.
- Stocktaking.

EDUCATION

User Experience Design

2025

RMIT University | Sydney

Bachelor of Creative Technology (Hon)

2019

Auckland University of Technology | Auckland

Dissertation Title: *"Are the disability support services at Auckland University of Technology adequate for dyslexic students? A lecturer perspective."*

Bachelor of Creative Technology

2018

Design Minor

Auckland University of Technology | Auckland

National Certificate in Business Administration & Computing Level 2&3

2010

Bay of Plenty Polytechnic | Tauranga

PORTFOLIO

kelsea-wall.github.io

HOBBIES

Crocheting

Reading

Cooking

REFEREES

I'd be happy to provide references upon request.