

Amy Deng

A brand and digital designer with formal graphic design training background. With two and a half years experience in UX/UI and graphic design industry, I am detail-orientated and good at solving problems with simple and intuitive solutions. I am also a team player and a curious learner.

Info

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Skills

| | |
|--------------------------|-----------------|
| Branding | Usability Test |
| UI design | Typography |
| Prototyping | Illustration |
| Wireframing | Video Editing |
| User Research | Motion Graphics |
| Information Architecture | HTML+CSS |

Softwares

| | |
|-------------|---------------|
| Photoshop | Sketch |
| Illustrator | Invision |
| Indesign | After Effects |
| Adobe XD | Premiere Pro |

Experience

UX/UI & Graphic Designer

Baby2Body · London · Apr 2019 - Sep 2020

As the only designer in this digital startup company, working closely with the entrepreneur and the product manager, I have completed following jobs:

- Redesigned the UX/UI of Baby2Body app onboarding experience. Reached the goal of adding 3 additional screens while increasing the sign-up rate by 3%.
- Redesigned the UX/UI of Baby2Body app workout video player.
- Produced Instagram/Facebook ads which have an average £0.8–1.4 Cost Per Install and £8–13 Cost Per Trail.
- Produced promotional materials, e.g. website design and Email newsletters.

Advertising Designer

Baby2Body · London · Sep 2018 - Mar 2019

Create eye-catching digital ads as well as other promotional materials in both digital and print-ready formats.

UI Designer

JingZe Ltd · Guangzhou · May 2018 - Aug 2018

As the only designer in this IT startup, I designed UI for 3 of their apps and 2 of their websites.

Graphic Design Intern

Treethought · London · Oct 2017 - Dec 2017

Help to create branding and advertising materials for various clients including Creative Enterprise Centre of University of Westminster.

Education

MA Graphic Design

Middlesex University · London · Sep 2020 - Sep 2021

MA Design for Communication

University of Westminster · London · Sep 2016 - Sep 2017

BA Illustration

University of Lincoln · Lincoln · Sep 2013 - Jun 2016

Foundation in Art & Design

Bournemouth & Poole College · Bournemouth · Sep 2012 - Jul 2013