Amy Deng

A brand and digital designer with a formal graphic design training background. I have two and a half years experience working in UX/UI and graphic design, and I am detail-oriented 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
Protoyping	Illustration
Wireframing	Video Editing
User Research	Motion Graphics
Information Atchitecture	HTML+CSS

Softwares

Photoshop	Sketch
Illustrator	Invision
Indesign	After Effects
Adobe XD	Premeire 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 the following jobs:

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

Advertising Designer
Baby2Body · London · Sep 2018 - Mar 2019

I created 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 the UI for 3 of our apps and 2 of our websites.

Graphic Design Intern
Treethought · London · Oct 2017 - Dec 2017

I helped to create branding and advertising materials for various clients including the 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