

CONTACT DETAILS

P 0423 264 570

E hello@ariellecook.net

W ariellecook.net

EDUCATION

GENERAL ASSEMBLY

2014-2015

User Experience Design Immersive
• *Scholarship recipient* •

BILLY BLUE COLLEGE OF DESIGN

2010-2013

Bachelor of Design

• *Completed with HD average
and top of the class* •

TAFE

2014-2014

Web design-Short course

SKILLS

- User research
- Contextual inquiry
- Competitive analysis
- User/task flow creation
- Wireframing
- Prototyping
- Usability testing
- Information architecture
- Basic HTML/CSS/Javascript

TOOLS

- Photoshop
- Illustrator
- InDesign
- Axure
- InVision
- Pop
- Keynote
- Microsoft office
- Sketch

ARIELLE • COOK

UX Designer

PROFILE

Hey, I'm Arielle, a User Experience Designer with a passion for creating thoughtful online experiences that balance user needs with business goals.

I have always worked in creative industries. I began as a Fashion Designer and then worked as a Graphic Designer. UX design is a logical next step for me, given that research and adaptability have always been fundamental to my design practice.

I firmly believe that innovative design is driven by collaboration and a continuous practice of learning. For this reason, I am always seeking a challenge and value the opportunity to work with a team.

EXPERIENCE

LIFEALLY • UX DESIGNER

Contract duration 2 weeks- Final client project at general Assembly- 2015

In a team of 2 we redesigned LifeAllys on boarding process, information architecture and concept design. Throughout the project I ;

- Conducted User Research and Interviews.
- Carried out competitive and comparative analyses.
- Iterated designs throughout wireframing, prototyping and user testing.
- Prepared and presented final deliverables to client.
- Constructed a clickable prototype.

Achievements:

- Delivered a complete redesign of Life Ally's user interface and product strategy within a two week timeframe.
- Constructed an 18 page research report as a deliverable to the client.
- Compiled 54 research points from 18 user interviews.

FAST FUTURE BRANDS • PRODUCT DESIGNER/BUYER

January 2014- September 2014

Responsibilities included;

- Analysed trends in fabric, colours and shapes.
- Responsible for range planning, and trend forecasting.
- Created garment sketch design with measurements and construction details for sampling.
- Fit sessions- Responsible for sample approval to ensure product quality standards of fabric, colour, trims and fit.
- Liaised with overseas suppliers.

Achievements:

- Working with my team we consistently drove up sales and exceeded our monthly target by 10%.
- Working amid multidisciplinary communications (suppliers/manufactures/customers).
- Consistently creating new innovative ideas on the spot and under pressure.
- Managed and tracked numerous projects simultaneously.

FREELANCE • VISUAL DESIGNER

2012-2015

I have worked across many mediums of design as a freelancer, including; Product packaging, print, branding, digital and merchandise apparel.

I have always created thoughtful and innovative design solutions with the client and user needs at the forefront.

Achievements:

- Managing multiple client projects to critical deadlines.
- Developed a complex product packaging design for a client from scratch which included determining client needs, information architecture and delivering on time and to budget.
- Created effective and highly persuasive project presentations when pitching to new and established clients.
- Redesigned a webpage banner for a client and increased the click-through-rate by 30%, resulting in an increase of 11% in sales.