



Debra Cupitt

UX DESIGNER &
FRONT-END WEB DEV

CONTACT

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EDUCATION

MASTER OF INTERNATIONAL DEVELOPMENT

UNIVERSITY OF CANBERRA
2012 - 2014

BACHELOR OF EDUCATIONAL STUDIES

UNIVERSITY OF CANBERRA
2010 - 2012

Profile

I am an experienced UX and a budding front-end web developer seeking full-time, part-time or freelance work with a positive impact business or organisation. I'm a problem solver, with a hyper-awareness for user and customer needs. I aspire to co-create an equitable and inclusive world.

Experience

MARKETING & USER EXPERIENCE MANAGER

CARBONTRACK | JAN 2017 - CURRENT

- Managing team and projects (using scrum)
- Managing marketing strategy and campaigns
- Researching & designing for products, services, and website user experience

DIGITAL MARKETING COORDINATOR

CARBONTRACK | OCT 2016 - JAN 2017

- Developed digital marketing strategy
- Managed social media and EDM accounts and created social media for daily postings
- Wrote blogs and technical papers

ENGAGEMENT & MARKETING LEAD

ONE10 | JAN 2016 - SEPT 2016

- Managed social media and EDM accounts and created social media for daily postings
- Developed wireframes, design, and copy writing for website
- Assessed user journeys and A/B tested pages

CUSTOMER & USER EXPERIENCE OFFICER

BT ASSURANCE SYSTEMS | AUG 2015 - DEC 2015

- Researched client needs and requirements
- Performed user testing interviews
- Developed wireframes and designs

Skills

- | | |
|-----------------------------------|--------------------------|
| • User Research & Testing Methods | Copywriting |
| • Project Management | SEO and Google Analytics |
| • HTML, CSS & JavaScript | Social Media Strategy |
| • Team Leadership (Scrum Master) | Marketing |
| | Web Content Development |