

# Elaine Chen

[elaine36c@gmail.com](mailto:elaine36c@gmail.com) | 0484 230 476 | Sydney NSW | [elainechen-design.github.io](https://elainechen-design.github.io)

Motivated and innovative designer with a Bachelor of Design Computing from the University of Sydney. Bringing skills across various forms of media and IT, such as front end development in HTML and CSS, UI and UX design, and experience in graphic and digital design. A clear communicator and team player, with strong time management abilities, working with commitment to reach design and business objectives.

## Key Skills Summary

- UI/UX design, testing and research, from wireframing to high fidelity prototypes using tools such as Sketch, Figma, Invision and Framer
- Adobe Creative Suite - graphics and front end design with Photoshop, Dreamweaver and Illustrator • Front end development and design with HTML, CSS and JavaScript
- Back end development with Java, and design programming with Processing.org
- Efficient usability testing and problem solving for front and back end coding issues
- Experience in operating version control software such as Github, Cornerstone, Sourcetree for project and website development
- Digital media creation such as digital illustration, motion graphics and animation with programs including Adobe Premiere Pro, Adobe After Effects, Final Cut Pro and 3DSMax

## Professional Experience

### **Digital Designer**     July 2021 – present | Naked Wines, Sydney NSW

- Working across a global design team and leading design decisions for the AU as our lead designer
- Consulting with key stakeholders to understand their needs and create effective project plans
- Wireframing, prototyping and testing new UX/UI designs based on user feedback, interaction data, and marketing analytics, and re-iterating to enhance user experience
- Developing and maintaining an efficient project management system to organise workflow between global teams
- Contributing to the development of a strong and consistent design system and brand, implementing new features and elements for a rebrand
- Creating day-to-day design assets for campaigns as required, including emails, web banners, landing pages, iconography and graphic elements.

### **Junior Digital Designer**     June 2020 – July 2021 | Laithwaite's Wine People, Sydney NSW

- Production of assets and media for an average of 4-6 sales offers per day, which can involve designing and coding emails, social media assets or digital web content across all our brands (Laithwaite's AU, Laithwaite's NZ, The Australian Wine, Virgin Wines & Velocity Wine Store)
- Creating design concepts and mock-ups for new campaigns, coding HTML & CSS and developing static and animated graphic assets for interactive emails and web pages in accordance with marketing briefs – individually working on multi-day holiday campaigns for Spring Clean, Black Friday and Christmas that required consistent branding and thematic elements in multimedia content
- Designing dynamic email content that is personalised to customer data, and adapting this code to further automate variables in email content (dates, names, products, etc) to improve the efficiency of

our design process and eliminate many manual updates that were required in previous years

- Managing front end development for website landing pages, making localised development updates, debugging and amending issues with Oracle, Photoshop and Dreamweaver
- Utilising version control software such as Cornerstone, Github and Sourcetree to maintain, update and develop media and code elements on the website

## **Graduate Graphic Designer**

July 2019 – May 2020 | Mwave, Sydney NSW

- Led the redesign and UX testing of daily EDM campaigns in order to optimise click through rates, efficiency, customer experience and bring our branding in line with competitors
- Collaborated with the design, marketing, and product management teams to create graphics for EDMs, social posts, landing pages and website assets with the Adobe Creative Suite
- Developed interactive website and email layouts and templates with HTML and CSS
- Operated the ecommerce website's custom back-end development system to upload and manage web elements, as well as editing and maintaining programming code and multimedia files
- Utilised content management and file transfer systems such as FileZilla to organise, upload, download and transfer image, video, code, animation, and other required files to maintain and support multimedia projects

## **Head Teacher**

July 2018 – July 2019 | Code Camp, Sydney NSW

- Planned and delivered daily progressive programming lessons to children aged 6-12
- Managed a classroom of up to 25 students of varying skill levels
- Provided one on one support and feedback to students, based on their needs and progress
- Troubleshoot issues and ensured that each student is keeping up with course content

## Education

### **Bachelor of Design Computing**

Feb 2016 – Nov 2018 | University of Sydney, Sydney NSW

Achievements –

- High distinction in Data Structures, Principles of Animation, Physical Computing
- Distinction in Web Design & Technologies, Design Programming, Digital Media Production, Visual Communication, 3D Modelling & Fabrication, User Experience Design, Interactive Product Design, Programming in Java

## References

- Available upon request