

Elaine Chen

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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 organisational and time management abilities, working with enthusiasm and commitment to reach design and business objectives.

Key Skills Summary

- Excellent use of the Adobe Creative Suite, including working on front end design with Photoshop, Dreamweaver and Illustrator
- Skilled with front end development and design with HTML, CSS and JavaScript
- Knowledgeable about back end development with Java, and design programming with Processing.org
- Experience and expertise in operating version control software such as Github, Cornerstone, Sourcetree for project and website development
- Familiar with digital media creation such as digital illustration, motion graphics and animation with programs such as Adobe Premiere Pro, Adobe After Effects, Final Cut Pro and 3DSMax
- Educated in UI/UX design, testing and research, done by following each stage of the design process from wireframing to high fidelity prototype using tools such as Sketch, Figma, Invision and Framer

Professional Experience

Junior Digital Designer

June 2020 – Present

Laithewaite Wine People, Sydney

- Production of customer sales offers and communications through web and email - design concepts, HTML production in accordance with campaign deadlines
- Creative and production design of multimedia website content including page layout, promotional banners, checkout process and add on cases
- Designing and managing front end development for website landing pages with Oracle, Photoshop and Dreamweaver
- Updating content and smaller localised development updates of website
- 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

- Led the redesign and testing of daily EDM campaigns in order to optimise click through rates, efficiency, 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
- Operating the ecommerce website's custom back-end development system to upload and

manage web and program elements, as well as editing and maintaining programming code and multimedia files

- Utilising 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

- 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 consistent one on one support and feedback to students, based on their needs and progress
- Troubleshooting to resolve issues and ensured that each student is keeping up with course content
- General administrative duties to ensuring that the camp of over 50 students ran smoothly

Education

Bachelor of Design Computing

Feb 2016 – Nov 2018

University of Sydney, Sydney

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

Academic Projects

Mindless – your productivity companion

Jul 2017 – Nov 2017

University of Sydney, Sydney

Objective: To design, develop and prototype a physical computing product that improves productivity

Tools: Java, Processing.org, 3DSMax, Arduino, Agile Methodology

Duties: In a team of 3, my role was primarily as the developer. I used Processing.org, which is based on the Java programming language, to code the functions for our 'productivity companion'. Furthermore, I contributed to the physical building of our prototype, which included planning and connecting its circuitry and electronic parts.

Result: Our group achieved a high distinction result for this project, and we developed and applied many new IT, design, UX research and testing skills. It was a great opportunity to create a physical product with forms of media we hadn't used before, and successfully develop a high fidelity, functioning prototype from our ideas.

References

Available upon request