Elaine Chen

elaine36c@gmail.com | 0484 230 476 | Ashfield NSW 2131

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

- 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
- UI/UX design, testing and research, from wireframing to high fidelity prototypes using tools such as Sketch, Figma, Invision and Framer

Professional Experience

Junior Digital Designer   June 2020 – Present

Laithwaite's Wine People, Sydney
- 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
- 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 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 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
- 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 in ideation and 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:	High distinction result, and we 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