



# The Design Practice of Emilie Egan

→ *UX/UI Designer*

## CONTACTS 01

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## EDUCATION 02

2023

**General Assembly** / Melbourne, AUS

Front-End Web Development

2023

**UX Academy** / Designlab, US

Award-Winning UX/UI Bootcamp

2018

**RMIT** / Melbourne, AUS

Clothing & Textile Production

2011

**Shillington** / London, UK

Graphic Design

2008

**Université de Lorraine** / Nancy, FR

Bachelor of International Business

## UX 03

Prototyping

Wireframing

Usability Testing

User Interviews

Information Architecture

Design Systems

## STACK 04

Figma

Adobe CS

HTML / CSS

## DESIGN EXPERIENCE

05

2024

**Appetiser Apps** / Melbourne, AUS

Product Design, UX/UI

Applying expertise in visual design principles and user experience to create intuitive and visually appealing interfaces. Utilising industry-standard tools and techniques to develop high-quality wireframes, prototypes, and final designs. Keeping up with the latest design trends and emerging technologies for cutting-edge and impactful solutions.

2017

**Mdreams** / Melbourne, AUS

Graphic Design, Accessories

Collaborated with prestigious brands to provide exquisite shoe products throughout Australia, leveraging a strong focus on enhancing brand presence and driving customer engagement. Created visually captivating EDMs, instore signages, posters, and online collaterals to enhance brand presence and drive customer engagement.

2015

**2 Zero Group** / Melbourne, AUS

Graphic Design, Fashion

Collaborated with renowned clients including Nissan, Ford, Pepsi Max, and Suzuki. Key responsibilities included designing advertising and marketing materials for both retail and corporate sectors, creating visually appealing graphical assets and tech packs for children and babies clothing lines, and collaborating with cross-functional teams for seamless project execution.

2012

**Substance Ltd.** / Hong Kong, HK

Graphic Design

Developed concepts, identities, and stationery for various brands, ranging from restaurants to luxury property brands. Experienced the entire design process, from idea generation and client brand workshops to design production.

# Emilie Egan

## UX/UI Designer

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## Professional Summary

A data-driven and innovative designer with over 10+ years of experience in international business, sales, fashion, and design across continents from Australasia to Europe. Proficient in translating data into actionable insights and discerning client needs. Possesses highly developed analytical and problem-solving skills, alongside a robust foundation in human-centered design, which prioritises user requirements to create functional and meaningful products.

Shaping the user experience through visual design and addressing design challenges with a dedication to accessibility and transparency has recently led to the completion of a Front-End Developer course, which provided valuable knowledge and coding skills. This accomplishment underscores a commitment to continuous growth and highlights a hands-on learning approach driven by passion, curiosity, and creativity.

## Key Skills

**User-Centered Design** - Adept at creating exceptional user experiences by understanding user needs and goals, and translating them into intuitive and visually appealing designs.

**UX/UI Design Thinking & Methodology** - Expertise in a wide array of practices, including User Research, Usability Evaluation, Individual & Contextual Interviews, Competitive Analysis, Personas, Storyboarding, Card sorting, Information Architecture, Storyboarding, Journey mapping, Wireframing, and Prototyping.

**Data-Driven Design** - Passionate about utilising data insights to inform design decisions and crafting UX solutions that make information accessible and transparent. Using expertise to drive user-centred design solutions that align with business objectives.

**Visual Design** - Proficient in creating high-fidelity visual designs aligned with brand identity, enhancing user engagement and consistency across platforms.

**Usability Testing and Iteration** - Skilled in conducting usability testing sessions, gathering valuable feedback to iteratively enhance designs for optimal user experiences.

**Coding Enthusiast** - Familiarity with front-end development technologies encompassing HTML, CSS, and JavaScript, enabling the creation of responsive and interactive web interfaces.

## Design Systems & Tools

**Visual Design, Wireframing & Prototyping** - *Figma & Adobe Creative Suite*

**User Research Tools** - *Dovetail & Optimal Workshop*

**Coding** - *Visual Studio Code & GitHub*

**Collaboration Platforms** - *Slack, Discord & Zoom.*

## Qualifications

**General Assembly | Melbourne, AUS | 2023**

*Front-End Web Development*

**UX Academy | Designlab, US | 2023**

*UX/UI Design*

**Google Digital Garage | 2020**  
*Fundamentals of Digital Marketing*

**RMIT | Melbourne, AUS | 2018**  
*Clothing & Textile Production*

**Shillington | London, UK | 2011**  
*Graphic Design*

**Université de Lorraine - Syddansk | FR / DK | 2008**  
*Bachelor of Languages and International Business*

Career Summary

Role	Organisation	Year
Product Design	<i>Appetiser Apps - AUS</i>	2024
Visual Design Freelance	<i>Various Clients</i>	2019
Office Manager	<i>Village Property Services - AUS</i>	2018
Sales	<i>Cultiver - AUS</i>	2018
Graphic & Shoe Design	<i>Mdreams - AUS</i>	2017
Second In Charge 2IC	<i>Rodd &amp; Gunn - AUS</i>	2015
Graphic & Fashion Design Assistant	<i>2 Zero Group - AUS</i>	2013
Graphic & Accessory Designer	<i>Tov Essentials - NL</i>	2012
Graphic Design Intern	<i>Substance Ltd. - HK</i>	2012
Headhunting Assistant	<i>The Di Bridges Partnership - UK</i>	2012
Purchasing Department Intern	<i>Delphi/General Motors - LUX</i>	2011

Relevant Employment History

Appetiser Apps | Melbourne, AUS | Product Design | 2024

As a committed Product Designer at Appetiser Apps, I bring extensive experience in shaping impactful digital experiences for a diverse user base. Motivated by a strong desire for personal growth and success, I continuously challenge myself to craft meaningful products that resonate with both our clients and users. My commitment extends to meeting stakeholders' expectations and driving user engagement goals to create impactful and rewarding experiences.

Responsibilities

- / End-to-End Design: Spearheaded product strategy and design for diverse web and mobile projects, demonstrating an aptitude for innovation and problem-solving. Leading the entire design process from conceptualisation to implementation, prioritising user needs and goals throughout.
- / Aesthetic and Functional Design: Creating and maintaining visually appealing, intuitive apps that seamlessly blend aesthetics with functionality, enhancing user experiences and driving engagement. Developing visually compelling interface designs aligned with brand identity to optimise the user experience.
- / Effective Design Communication: Crafting detailed wireframes and interactive prototypes that illustrate user flows, interactions, and interface functionality.

/ Stakeholder Engagement: Presenting and defending designs to peers and executives, establishing a track record of successful collaboration. Collaborating with stakeholders to gather requirements and insights, informing design decisions with a user-centric approach.

### **Achievements**

/ Received positive feedback from stakeholders for effectively communicating design concepts and solutions, leading to successful collaboration and project outcomes.

/ Contributed to driving user engagement goals and meeting stakeholder expectations, resulting in impactful and rewarding digital experiences for clients and users alike.

## **M Dreams | Melbourne, AUS | Graphic & Accessory Design | 2017**

Contributed to enhancing brand presence and visual communication for a renowned footwear brand collaborating with prestigious names including Melissa, Vivienne Westwood, Soludos & Rollie.

### **Responsibilities**

/ Developed visually engaging EDMs, in-store signages, posters, and online collaterals, significantly elevating brand visibility.

/ Collaborated with renowned brands to create captivating shoe product designs, emphasising brand presence and resonance.

### **Achievements**

/ Amplified brand presence through compelling visual content, capturing the essence of the footwear products and appealing to the target audience.

/ Contributed to enhancing brand engagement by producing impactful marketing materials that communicated the brand's ethos effectively.

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## **2 Zero Group | Melbourne, AUS | Graphic Design, Fashion | 2013**

Contributed to the success of 2 Zero Group, a distinguished Australian company specialising in merchandise, apparel, and accessories. Collaborated with prestigious clients, including Nissan, Ford, Pepsi Max, ARB, Suzuki, Milk & Sugar, and Freshbaked. As a Graphic/Fashion Assistant, responsibilities included brand enhancement with a focus on both corporate and children's apparel segments.

### **Responsibilities**

/ Created merchandise including racing shirts for prestigious racing teams such as Jack Daniels racing, and promotional items for V8 Supercars to promote teams and events, effectively enhancing brand exposure and engagement.

/ Cultivated visually captivating graphical assets and tech packs, specifically tailored for children and babies clothing lines.

/ Facilitated seamless collaborations among cross-functional teams, ensuring smooth project progression from inception to completion.

## Achievements

/ Amplified brand resonance through the creation of immersive advertising and marketing materials, fostering brand recognition and customer loyalty.

/ Transformed the kids and babies apparel segments through the meticulous creation of graphical assets and tech packs, elevating their uniqueness and visual allure.

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## TOV Essentials | Amsterdam, NL | Graphic/Fashion Assistant | 2015

Contributed to TOV Essentials, a renowned entity celebrated for crafting opulent leather goods and jewelry that radiate luxury and elegance.

### Responsibilities

/ Worked directly with the Creative Director in the creation and illustration of original luxury leather goods and jewelry pieces. Translated abstract concepts into visually stunning designs, ensuring they perfectly aligned with the brand's aesthetic and overarching vision.

/ Assisted in various aspects of the creative process, supporting the development of high-end leather goods and jewelry designs

### Achievements

/ My tenure at TOV Essentials allowed me to contribute to the creation of exquisite luxury items, showcasing my commitment to precision and creativity within the realms of graphic design and fashion.

/ Received consistent positive feedback from clients and customers, reflecting my ability to understand their needs and deliver impactful design solutions.

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## Substance Ltd. | Hong Kong, HK | Graphic Design | 2012

Played a significant role at Substance Ltd., a dynamic multi-disciplinary design and brand agency with offices in Paris, Hong Kong, and Stockholm. Contributions included the development of brand identities for various brands, spanning from restaurants to luxury property brands. This highlighted versatility in concept creation and design execution.

### Responsibilities

/ Developed creative concepts, brand identities, and stationery for an array of brands, spanning from restaurants to luxury property establishments.

/ Engaged in the complete design lifecycle, from brainstorming initial concepts to facilitating brand workshops with clients, culminating in the execution of the final design product.

### Achievements

/ Showcased versatility by working across diverse branding projects, skillfully crafting concepts, identities, and stationery for brands across various sectors.

/ Immersing in the holistic design process, from conception to implementation, and showcasing proficiency in tailoring brand visuals to a spectrum of industries.