



Michelle Hardi

UX DESIGNER

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Experience

REA Group Asia, Senior UX Designer

MAR 2018 - PRESENT

Design and craft localised property portals in Malaysia, Indonesia, Hong Kong and Singapore. Conducted user research in different countries in person and virtually.

Other contribution includes; mentor and grow younger designers in Asia to conduct research and build UI pattern library in Sketch.

REA Group, UX Designer

MAY 2016 - MAR 2018

Embedded into a mobile apps squad for Realcommercial.com.au to completely re-imagine both Native iOS and Android experiences.

Achievement: 71% increase in app usage, 157% increase in daily active users.

Retail Zoo, Digital Designer

AUG 2014 - APR 2016

Worked in a rapid pace environment in designing microsites for campaigns, mobile apps and digital marketing assets for the brands (Boost Juice, Salsa's, Cibo).

Central 6 Pty Ltd, Digital Designer

AUG 2012 - AUG 2014

Responsible for updating SEO blurbs, hygienges, check out process and experience, infographics and digital marketing content.

OzHut Pty Ltd / Graphic Designer

MAY 2011 - APR 2012

Worked in a small agile team to deliver data driven design. Improved check out process, update hygiene pages and digital marketing content.

Education

MIT CSAIL, Certificate

OCT 2018 [Online course]

Human-Computer Interaction for User Experience Design online program

Udemy, Certificate

OCT 2016 [Online course]

User Experience Design Fundamentals by Joe Natoli

Deakin University, Bachelor of Arts (Media and Communication)

FEB 2007 - DEC 2008

Majors: Animation and Digital Culture
Achievement: Bachelor of Arts (Media & Communication) with Distinction

Melbourne Institute of Business and Technology, Diploma of Mass Communications

JUN 2006 - FEB 2007

Highest Achiever in Contemporary
Communication: Making Sense of New
Media

Tools+Skills

Sketch

UI Design

Animation

InvisionApp

Adobe Creative Suite

User research

Information Architecture

Storyboarding

Framer