

# RHIANNON COOPER

## UX Designer & Researcher

*Connecting brands to users with great communication, engagement and design.*

UX designer with a background in marketing, events management and travel consultancy with 5+ years experience. Passionate about establishing effective communication and performing detailed research to understand the needs of users. Skilled in optimising workflows, maintaining project timelines and implementing creative problem solving to deliver high quality results.

## CONTACT

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- cooper.rhiannonlesley@gmail.com
- rhicooper.github.io/portfolio/
- linkedin.com/rhicooper
- Relocating to Brisbane, QLD from Bristol, UK in 2021
- Australian & British Citizenship

## SKILLS

User Research  
Usability & Competitor Analysis  
User Personas  
User Flows  
Information Architecture  
Wireframing  
Prototyping  
User Testing  
UI & Visual Design  
HTML & CSS  
Copywriting  
Proofreading & editing  
Social Media Management  
Travel Sales

## TOOLS

AdobeXD  
Sketch  
Balsamiq  
UsabilityHub  
GitHub  
Atom  
Google Analytics

## EDUCATION

### UX Design Certificate

CareerFoundry  
2019 - 2020

**Bachelor of Creative Industries  
(Entertainment Industries) Distinction**  
Queensland University of Technology  
2014 - 2016

## PROFESSIONAL EXPERIENCE

### Freelance UX Designer

Oct 2019 - Present

- Conducting detailed user research through surveys, user interviews, A/B testing, and market research in order to understand user needs and wants to create informed 'user-centred' design decisions in balance with business needs.
- Creating UX deliverables including scenario mapping, user journeys and workflows, information architecture, wireframes and interactive prototypes in the development of design projects.
- Planning and conducting usability tests in both face to face and remote settings for proposed designs, documenting results and recommendations for further improvement.

### Marketing Executive

Oct 2020 - Present

Practice Plus Group Hospitals

Bristol, United Kingdom

- Conducted thorough market research in order to develop and implement a local cross-platform marketing and engagement plan for two hospital sites in Bristol and the South West, encompassing print media advertorial campaigns, digital ad campaigns, outdoor advertising, social media and local engagement events.
- Oversaw company rebrand efforts at a local level by updating branding on hospital documents and signage.
- Maintained internal communications and engagement efforts through managing staff awards and monthly recognitions, creating and distributing staff newsletters, running fundraising activities and assisting in Quality Academy projects.
- Managed external communications through coordinating PR stories and distribution, and monitoring engagement activities on Facebook and Google reviews.
- Acted as a point of contact for general enquiries from members of the public, GP surgeries and media contacts to build and maintain relationships, and provide excellent communication on hospital updates throughout the ongoing Covid-19 pandemic.

### Marketing Coordinator (Tourism & Events)

Feb 2017 - Present

Krista Hauritz Tourism & Events, freelance contractor

Queensland, Australia

- Conducted thorough customer research to establish target demographics and audience markets in order to promote tourism and travel to remote festivals and events across Queensland, Australia.
- Revamped and managed social media platforms to attract event attendance, resulting in an average of 56% increase in Instagram engagement and average 31% increase in Facebook followers.
- Designed and built e-newsletter templates, drafted content and copy, and managed campaigns developed from user research and data to encourage website visits and drive ticket sales, with subscribers increasing up to 58.6%.
- Compiled monthly reports and outcome analysis for festival clients on marketing deliverables, social media interaction and Media PR.
- Drafted and edited copy for media releases, e-newsletters, editorial content, festival websites and blogs. Produced briefs and coordinated development of creative advertising content including festival programs, posters, flyers and misc promotional materials.

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## Marketing Executive

*Lifetime Training*

Nov 2019 - Sep 2020

Bristol, United Kingdom

- Developed, implemented and reported on marketing strategies to attract and retain apprentices to the Greene King Pub Company apprenticeship programme.
- Coordinated the launch of the dedicated Greene King account team in January 2020.
- Created and managed social media content for distribution on internal Greene King platforms and external Lifetime Training platforms.

## Events Coordinator

*Swoon Gelato*

May 2019 - Nov 2019

Bristol, United Kingdom

- Managed event catering sales, marketing promotions, and operations, developing relationships with venues, customers, and third parties to establish the business as the preferred dessert catering supplier in Bristol and the South West.

## EFL (English as a Foreign Language) Teacher

*Victoria English Company*

Jan 2018 - June 2018

Hanoi, Vietnam

- Planned, prepared and delivered English language lessons for learners in Vietnamese public schools for children aged 5 to 13. Conducted listening, speaking, reading and writing lessons for learners with varying degrees and language ability from complete beginner to intermediate English language skills.

## Travel Consultant

*Flight Centre Travel Group*

Jan 2017 - Dec 2017

Brisbane, Australia

- Converted travel enquiries via phone, email, and in-person into tailored holiday packages for customers, using my own travel experience and research to advise and sell travel products and destinations.
- Ensured my knowledge on travel regulations, visas and local customs was maintained in order to advise customers and provide a well-rounded customer service experience.
- Prepared and issued invoices, received payments and maintained financial documents for customers and wholesalers.
- Managed travel bookings through various computer programmes and systems
- Provided quick problem solving for customers who required urgent assistance.
- Consistently performed well against KPIs and sales targets.

## Events Coordinator (Contract)

*Heart of Gold International Short Film Festival*

Jul 2016 - Oct 2016

Gympie, Australia

- Converted travel enquiries via phone, email, and in-person into tailored holiday packages for customers, using my own travel experience and research to advise and sell travel.

## Production Coordinator & Location Manager (Contract)

*In A Cane Field (Short Film)*

May 2015 - Feb 2016

QLD & NSW, Australia

- Drafted production documents including location packages, contracts, agreements and call sheets.
- Liaised with location owners to organise recons and filming schedules.

## Event Production Coordinator (Contract)

*RAW:Artists*

May 2015 - Dec 2015

Brisbane, Australia

- Managed social media marketing for showcase events and artists to promote events and drive ticket sales.
- Drafted event run sheets, floor plans, and schedules while liaising with artists to assist their individual preparations for showcases. Oversaw event operations throughout showcase events.