

RHIANNON COOPER

UX Designer & Researcher

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rhicooper.github.io/portfolio/

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SKILLS

User Research
Usability & Competitor Analysis
User Personas
User Flows
Information Architecture
Wireframing
Prototyping
User Testing
HTML & CSS
Copywriting
Digital Marketing

TOOLS

Adobe Suite
Sketch
Balsamiq
UsabilityHub
GitHub
Atom
Google Analytics
Power BI
Wordpress

HIGHER EDUCATION

Bachelor of Creative Industries (Entertainment Industries)

Queensland University of Technology
2014 - 2016

UX designer with a background in marketing, events and sales. Experience working in a range of sectors including travel, healthcare, education and creative industries. Passionate about working with individuals or communities to research and understand their needs, uncover what challenges they face and develop solutions that enable them to carry out their goal. A hands-on approach to life and a fundamental 'can-do' attitude when faced with a problem to solve.

EDUCATION

UX Design Certificate

2019 - 2020

CareerFoundry

- Understanding user needs to create informed 'user-centred' design decisions in balance with business needs. Conducting detailed user research through surveys, user interviews, A/B testing, and market research in order to understand user requirements.
- 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 user test results and recommendations for further improvement.
- Frontend Development speciality, focus on building responsive websites with HTML, CSS and some Javascript.
- Projects:**
Buddy - a handy flashcard study app rhicooper.github.io/portfolio/buddy
InkTank - a tattoo planning resource rhicooper.github.io/portfolio/inktank

PROFESSIONAL EXPERIENCE

Digital Marketing Coordinator (Freelance)

Feb 2017 - Present

Krista Hauritz Tourism & Events, QLD, AU

- Conducted thorough customer research to establish target demographics and audience markets for tourism and travel to remote festivals and events.
- Developed social media and email marketing campaigns from user research and data, resulting in an average 56% increase in Instagram engagement, average 31% increase in Facebook followers and 58.6% increase in email marketing subscribers
- Copywriting for media releases, e-newsletters, editorial content, festival websites and blogs. Coordinated development of festival programs, posters, flyers and misc promotional materials.

Marketing Executive

Practice Plus Group, Bristol, UK
Lifetime Training, Bristol, UK

Nov 2019 - Present

Oct 2020 - Present

Nov 2019 - Sep 2020

EFL (English as a Foreign Language) Teacher

Victoria English Company, Hanoi, Vietnam

Jan 2018 - June 2018

Travel Consultant

Flight Centre Travel Group, Brisbane, Australia

Jan 2017 - Dec 2017

Events Coordinator (Freelance)

Various short term event coordinator jobs for festivals and events.

2015 - 2019