

RHIANNON COOPER

UX Designer & Researcher

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

UX designer with five years of experience in marketing, travel consultancy, and events management. Passionate about conducting detailed research to understand the needs of users and develop solutions that enable and empower them to achieve their goals. Skilled in user research and analysis, maintaining project timelines and implementing creative problem solving to deliver high-quality results.

CONTACT

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- rhicooper.github.io/portfolio/
- linkedin.com/in/rhicooper
- Bristol, UK
- Australian & British Citizenship

SKILLS

User Research
Usability & Competitor Analysis
User Personas
User Flows
Information Architecture
Wireframing
Prototyping
User Testing
HTML & CSS
Copywriting
Social Media Management

TOOLS

AdobeXD	UsabilityHub
Sketch	GitHub
Balsamiq	Atom

EDUCATION

UX Design Certificate

CareerFoundry
2019 - 2020

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

PROFESSIONAL EXPERIENCE

UX Designer (Freelance)

2019 - Present

- 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 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 user test results and recommendations for further improvement.

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.
- Managed social media marketing campaigns, resulting in an average 56% increase in Instagram engagement and average 31% increase in Facebook followers.
- Created and managed email marketing 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. Coordinated development of festival programs, posters, flyers and misc promotional materials.

Marketing Executive

Nov 2019 - Present

Practice Plus Group, Bristol, UK

Lifetime Training, Bristol, UK

Oct 2020 - Present

Nov 2019 - Sep 2020

- Conducted thorough market research in order to develop and implement cross-platform marketing and engagement plans.
- Created content for social media platforms and managed engagement.
- Oversaw external communications, distribution of PR stories, and engagement activities across social media and Google reviews.

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EFL (English as a Foreign Language) Teacher Jan 2018 - June 2018

Victoria English Company, 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

Jan 2017 - Dec 2017

Flight Centre Travel Group, 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
- Consistently performed well against KPIs and sales targets.

Events Coordinator (Freelance)

2015 - 2019

Swoon Gelato, Bristol, UK

May - Nov 2019

Bespoke Events London, London, UK

Dec 2018 - July 2019

Woodford Folk Festival, Woodford, AU

Dec 2016

Heart of Gold International Short Film Festival, Gympie, AU

Jul - Oct 2016

RAW:Artists, Brisbane, AU

May - Dec 2015

- Planning and managing event operations, compiling run sheets, floor plans and schedules while liaising with artists, contractors and third parties.
- Assisting in social media marketing to promote events and drive ticket sales