

DESIGNER

Samara Leung

WORK EXPERIENCE

Colony Group Limited

Senior Creative | Aug 2019 - Jun 2021

Analysed project development and managed project budgets and workflow for multiple concurrent projects; participated in production and/or marketing planning group sessions and meetings. Supervised junior designers, as well as being responsible for assigning tasks, overseeing and coaching creative processes, ensuring on-time and on-budget delivery of projects.

- Introduced new business that increased revenue 20%
- Improved design process efficiency by 30%
- Created new design style guide process for junior team

Cellnet Group Ltd.

Creative Manager | Oct 2017 - Aug 2019

Managed and developed various marketing programs and material for national and international projects including logos, catalogues, EDMs, product design, packaging design, signage, infographics, presentations, events and advertisements.

- Improved efficiency by 40% through outsourcing tasks
- Reduced printouts by migrating to online PDFs
- Managed consistency across multiple brand stakeholders across multi-national territories

Billabong Australia

Watch Designer | 2004 - 2013

Conceptualised and produced graphic user interfaces for the digital Phaser tide watch utilising expertise in user experience for user-centred designs.

- Identified usability problems, documented and translated test results to improve product designs.
- Led user research and interface design processes creating personas, visualisations, storyboards, task flows, wireframes, high-fidelity mock-ups and prototypes.
- Designed and oversaw production of packaging including boxes, stands, foam inserts, user manuals and warranty cards.

CONTACT

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Ashgrove, QLD 4060

EDUCATION

2021

Monash University
Certificate in UX/UI Design

2016

Billy Blue College of Design
Diploma in Digital Media Design

2012

CATC Design School
Diploma in Communication Design

2016

BCPA Photography College
Studio Lighting Techniques

SKILLS

- Creative Project Management
- User Research
- UX/UI Design
- Prototyping
- User Testing
- Front-end Web Development
- Social Media Design & Strategy
- Photography & Videography
- Stakeholder Engagement
- Research & Trend Exploration
- Campaign Strategy
- Micro-copywriting
- Print Production
- Brand & Logo Design
- Product & Packaging Design
- Illustration & Animation
- Photo Retouching

DESIGNER

Hi, my name is,

Samara Leung

It is with enthusiasm that I respond to your job advertisement for the position of UX/UI Designer / Product Designer. I was absolutely blown away by _____ and instantly wanted to learn more about your product and how it works, after seeing your advertisement on LinkedIn (and stalking your instagram page,) I knew I had to apply, (if not only for the dream job, but also the incredible people & team culture you promote).

I am a dynamic, experienced and accomplished Creative Designer with a strong passion for roles that combine human-centred design, creative project management, design and marketing, research, product design, customer engagement and interaction improvement.

My 16 years' experience in complex roles requiring exceptional project coordination, organisational management and problem-solving skills, together with my passion for building a culture of innovation and creativity, have all served to help make me a highly effective designer. Capitalising on my aptitude for effective communication, empathy and active listening, I collaborate effectively across different organisational levels, functions, businesses and stakeholders to realise strategic goals and objectives.

Throughout my career, I have developed robust interpersonal and leadership skills with the ability to build rapport with clients while leading a talented team to drive a successful product life cycle from concept through completion. Moreover, my consistent focus on remaining at the forefront of rapidly evolving technology allows me to continuously drive enterprise-wide innovation and maintain a competitive advantage. In that regard, I am currently looking to combine my years of leadership and management skills with comprehensive experience in graphic design, product design and computer applications complemented by knowledge of business operations to obtain a position that reflects my professional goals and attributes including dedication, creativity and the ability to follow through.

I would welcome the chance to meet with you about this opportunity or any future employment possibilities. I am available for an interview, at your convenience!

Thanks,

Samara Leung

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