



# TAN VO

UX DESIGNER

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## ⊕ EDUCATION

UX Design  
General Assembly  
Sep 2014 - Nov 2014

B. Design Computing  
University of Sydney  
Feb 2006- Nov 2008

## ⊕ UX SKILLS

Prototyping	Wireframes
Sketching	User flows
User research	Data analysis
Interaction design	Documentation
Information architecture	

## ⊕ TECH SKILLS

HTML	Axure
CSS	Photoshop
Javascript	Illustrator
JQuery	

## ☰ EXPERIENCE

### Digital Project Manager

Taos Creative, Sep 2011 – Nov 2014

Taos Creative is a digital agency priding itself on building usable products in the ecommerce and marketing space. As Digital Project Manager, I provided technical consultation on website and email builds, produced deliverables such as prototypes and wireframes, perform campaign analysis and lead projects from scope to completion.

#### Achievements:

##### *Sensis Preference Manager*

Produced wireframes, high fidelity prototypes and technical documentation for an online customer portal. Collaborated with marketing, data and design teams to produce final project deliverables. The portal empowered users providing more control and selection of the messages they receive from Sensis. Customer churn rate decreased as a result.

##### *Choice Hotels Competitions*

Produced user flows, wireframes and low fidelity prototype to assist dev team build microsite for Choice Hotels. The microsite hosted online competitions exclusive to Choice Hotels' customers. The campaign generated 1000+ Choice Hotels members and 5000+ new Facebook subscribers.

##### *JCurve Point of Sale System*

Conducted a heuristic analysis of the point of sale system (POS) to generate suggestions how to improve app usability. JCurve customers needed an integrated solution in stores to handle face-to-face sales. Processing transactions through the accounting system was time consuming. The analysis highlighted usability issues affecting sales and product search workflows.

### Email, SEO, SEM and Social Media Consultant

Taos Creative, Feb 2009 – Sep 2011

Daily duties as a consultant include weekly campaign analysis of email, SEO/SEM and social media campaigns and implementing email marketing campaigns.

#### Achievements:

##### *Sensis Bright Yellow Campaign Analysis*

Produced a campaign analysis report for Sensis to determine content strategy for weekly newsletter campaign. The report assessed the topics featured in previous sends and the level of engagement generated from click through metrics. When the campaign was reintroduced, click through rates was 7% higher than previous sends.