Telling stories, solving problems, & delighting people through design.

SKILLS

UX/UI Designer

Design intuitive & considered solutions by exploring the 'how', 'what' and 'why', throughout the lifecycle of a project. Working with teams to maintain the product vision and align it with stakeholder and client goals.

TOOLS:
Photoshop, Sketch, Pen & Paper

Developer

Develop solutions applying mobile first principles and Atomic design methodology to build a CSS framework and template architecture that is scalable, easy to maintain and performance friendly.

TOOLS:
HTML, CSS/LESS/SASS, jQuery, GIT

Project Manager

Managed teams of 2-4 designers to produce online stores for clients. Liase with clients, delegate tasks, and overseeing overall progression to deliver the solutions.

TOOLS:
Trello, Jira

WORK EXPERIENCE

APR 2016 - CURRENT

Traffic

SENIOR DIGITAL DESIGNER / WEB DESIGNER

Working with commercial clients to design and develop digital solutions that support their branding, marketing and advertising strategies.

Responsibilities:
- Researching, wireframing and designing client websites
- Overseeing, advising and guiding the design process throughout the lifecycle of a project
- Liasing with various departments and stakeholders to develop the best solution
- Developing design concepts that meet client objectives and delight customers

MAR 2015 - APR 2016

ShopFrontPro

UX/UI DESIGNER

Taking a holistic approach to design & develop a cohesive and intuitive SaaS app for customers to build and manage their ecommerce business.

Responsibilities:
- Shape the overall design direction and communicate its value to stakeholders & team members
- Gather user research data to test ideas and to quickly iterate to the best option
- Wireframe, prototype and iterate ideas & concepts
- Design beautiful, intuitive interfaces that make the product effortless to use
- Oversee and guide progress ensuring the broader project vision is being achieved
- Establish UX guidelines aligning our brand, design language, voice/tone, UI patterns and coding style to provide a consistent experience

Ecommerce Websites

UX & UI DESIGNER / DEVELOPER

Redevelopment & redesign of the ShopFrontPro frontend framework & architecture around responsive design and mobile first principles.

Responsibilities:

- Development of responsive CSS Framework
- Shaping of the frontend template architecture with a mobile first approach
- Design & develop new features
- Perform ongoing maintenance and improvements
- Produce written and video documentation and training material for new & existing employees

JAN 2010 - OCT 2014

Harvey Norman Projects - Ecommerce Websites

FRONTEND DESIGNER & DEVELOPER

Worked remotely with the Harvey Norman Australia Team to translate their mockups & designs into functioning online stores and provide ongoing performance and design enhancements. This includes Harvey Norman New Zealand, Harvey Norman Ireland, and Domanye Australia.

Responsibilities:

- Development of CSS Framework & guidelines
- Build frontend template architecture for application across multiple stores
- Ongoing performance optimisation to improve rendering performance
- Maintain, improve & update code base as new projects were added
- Documentation in written & video format

JUL 2009 - DEC 2015

Online Store Design - Ecommerce Websites

WEB DESIGNER

Design and develop online stores for clients from various markets, manage projects, liase with clients to ensure business goals are met, and providing phone based training.

EDUCATION

2008 - 2009

Deakin University Burwood

Bachelor of Information Technology (Honours)

2005 - 2008

Deakin University Burwood

Bachelor of Information Technology / Multimedia

REFERENCES

Aleksei Trofimichine

ShopFrontPro - VP of Technology

Harvey Norman Projects - Lead Developer

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