

Turning curiosity into creative solutions

I'm a user-focused Digital Marketer and UX/UI Designer with experience in owned marketing channels. Passionate about creating seamless digital experiences by leveraging data-driven insights, UX principles, and design thinking. Skilled in collaborating with creative, product, and UX teams to optimise user journeys, enhance engagement, and drive business outcomes.

EMPLOYMENT & EXPERIENCE

SKILLS

<div><div>Freelance UX/UI Designer</div><div>Feb 2023 – present</div></div>	<div>Designed a donation platform, focusing on a seamless user journey for church donors.</div> <div>Currently leading a UI refresh for a SaaS platform, enhancing usability and visual consistency.</div> <div>Collaborate with clients, developers and product managers to align UX/UI solutions with business goals while prioritising user needs, creating seamless, functional, and impactful experiences.</div> <div>Conduct user research, wireframing, and prototyping to create intuitive digital experiences.</div>
<div><div>Marketing Coordinator</div><div>Lottoland Australia (KenoGO)</div><div>Feb 2024 - present</div></div>	<div>Enhanced user engagement and retention, maintaining a 65%retention rate through optimised user experiences and personalised digital touchpoints.</div> <div>Manage and optimised CRM campaigns, leveraging email, SMS, and app push notifications to improve user interactions and customer journeys.</div> <div>Contributed to the launch of the “Thrill of the Wait” campaign, ensuring seamless digital experiences across platforms.</div> <div>Supported business growth by improving user experience, streamlining customer interactions, and enhancing conversion pathways during the company's first year of national expansion.</div>
<div><div>Customer Support Specialist</div><div>Lottoland Australia (KenoGO)</div><div>Jun 2023 – Feb 2024</div></div>	<div>Maintained a customer-focused approach, following up to ensure issues were resolved and insights were leveraged for product optimisation.</div> <div>Facilitated user-centred design improvements by escalating recurring customer issues and collaborating with the product team on solutions.</div> <div>Analysed and reported UX/UI issues using Jira, ensuring continuous improvements in digital product functionality and user satisfaction.</div> <div>Performed usability testing on web and mobile applications, providing valuable feedback to the product team to enhance user experience.</div> <div>Identifying customer pain points and needs through support interactions across email, phone and live chat.</div>
<div><div>UX/UI Designer</div><div>iO Energy</div><div>Jun 2022 – Jun 2022</div></div>	<div>Led a team of junior UX/UI design for iO Energy's external dashboard, conducting user research, synthesising insights, and iterating on solutions.</div> <div>Delivered a user-tested prototype that streamlined functionality, enhanced usability, and aligned with business goals, improving the overall customer experience.</div>

- User research
- Design research
- Competitor research
- Usability testing
- Interaction design
- Sketching
- Userflows
- Wireframing
- Mock-ups
- Prototyping
- CRM Campaigning – Owned Channels
- A/B Testing
- Campaign reporting
- Social media management

TOOLS

- Figma
- FigJam
- Slack
- Trello
- Amplitude
- Jira

UX/UI Designer
Outpace Training
May 2022 – Jun 2022

Collaborated with designers through Academy XI to design a job marketplace for ESL aged care workers.

Led user research and synthesis, gathering insights to inform design decisions.

Created wireframes and prototypes, showcasing platform functionality and user journey.

Developed user-friendly design solutions, enabling seamless job searching and skill development.

UX/UI Designer
Personal Project – Connect
Jan 2022 – May 2022

Employing an end-to-end design framework to conceptualise and develop a digitised work flow system for dental clinicians and technicians with a digital laboratory work cases.

Conducted formative research to identify user pain points and uncover intuitive design opportunities.

From initial sketches, to wireframe and into final prototypes, and further refining through rounds of usability testing.

Reservation Agent
Courtyard by Marriott
Sept 2022 – Jun 2023

Bar & Gaming Attendant
RELC
Jul 2022 – Jun 2023

Dental Technician
Race Dental
Apr 2021 – Jul 2022

EDUCATION

Digital Marketing
Certificate
ADMA
Jul 2024 – Oct 2024

UX/UI Design Transform
Academy XI
Jan 2022 – Aug 2022

Bachelor of Dental
Technology & Prosthetics
Griffith University
Feb 2017 – Dec 2020