

EMILY YEUNG

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I'm a Product designer based in Sydney and I LOVE working across the entire design process. I'm particularly strong in workshop facilitation and love coming up with new ways to collaborate with others to understand and solve user problems.

EDUCATION

Bachelor of Design

University of New South Wales

Bachelor of Art & Design Education

(2009-2014)

SKILLS

Interviews & Surveys

Competitor analysis

Information Architecture

Contextual Inquiry

Customer Journey Mapping

User & Task flows

Persona creation

Usability Testing

Responsive Web design

Workshop Facilitation

Lo & Hi Prototyping

Visual Design

TECHNICAL

Adobe CC Suite

Sketch

Invision

Principle

Survey Gizmo

After Effects

Zeplin

Hotjar

Lookback

Google Analytics

REFERENCES On request

WORK HISTORY

THE ICONIC | Product Designer

March 2017 - Present

THE ICONIC is an online fashion retailer with a focus on creating the best customer experience. My day to day responsibilities in this role include:

- Working within a cross functional team and collaborating with product owners, data scientists and developers to reveal customer pain points, test designs and uncover insights.
 - Running stakeholder interviews, comparative analysis & working closely with analysts to discover as much around the problem space as possible.
 - Creating and facilitating workshops & co-design sessions to create new features for the website and iOS/Android apps.
 - Conducting user research via methods including; in person user testing, user interviews, surveys, A/B testing, guerilla testing.
 - Leading discussions with other members of the UXD team.
 - Creating high fidelity prototypes for the responsive web and THE ICONIC iOS / Android apps using THE ICONIC's existing brand guidelines.
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THE ICONIC | Digital Designer

July 2015 - March 2017

In this role I worked in the marketing & innovation team where I focused on creating the best customer experience for marketing driven initiatives. I developed strong experience in customer loyalty and engagement focused projects including; Refer a friend, THE ICONIC perks program, and the daily digest (daily updates on user's wishlist items).

THE ICONIC | CRM Designer

July 2014 - July 2015

Responsible for creating all web-responsive email designs for THE ICONIC including: womens and mens weekly newsletters and behavioural emails. Additionally designed campaign creative concepts across responsive web and apps.

Deshabille´ | Graphic Designer

February - April 2013

Responsible for creating web banners, email designs and marketing material.

Ryde Secondary | Visual Arts / Design & Technology Practicum Teacher

March - June 2014