SELENE YE

UX/UI Designer & Graphic Designer

LinkedIn   Portfolio

0452 280 219   Email

"As a seasoned graphic and UX/UI designer, I excel at enhancing user engagement and streamlining interfaces through design principles. I create distinctive logos, backgrounds, and infographics, and craft responsive workflows. My expertise in UX principles, particularly user-centred design, enables me to deliver compelling visual communications, making me a vital asset to teams that value clear and engaging visuals."

Design isn't finished until somebody is using it.

EDUCATION

University of Sydney
07/2021 - 05/2023 | WAM: 82.8
Master of Interaction Design and Electronic Arts

University of Queensland
06/2018 - 07/2021 | GPA: 5.58/7
Bachelor of Communication - Digital Media

SKILLS

Technical Skills and Tools
Figma, InVision, Adobe XD, Sketch, Miro, Adobe Creative Suite (After Effects, Illustrator, Photoshop, Premiere Pro), User Flows, User Interviews, Prototyping, Competitive Analysis, UI Design, Usability Testing, User Research

Soft Skills
Communication, Collaboration, Creativity, Time Management, Organised, Problem Solving, Multitasking

WORK EXPERIENCE

AI Data Pros, Brisbane, QLD
02/ 2024- Present
Design Analyst - Associate

- Designed and led UX/UI development for two React-based web apps, enhancing user interaction and visual coherence. Utilised Figma for high-fidelity prototyping and responsive design, significantly improving the overall user experience.
- Designed a comprehensive study manual and its graphic elements for a training program, innovating branding colour palettes and PowerBI backgrounds using Adobe Creative Suite and Canva.
- Documented design systems using Figma and GitHub, managed requirements with the MOSCOW format, and worked in an agile team environment with DevOps.

Tico Bakery, Brisbane, QLD
03/ 2021- Present
Graphic Designer

- Orchestrated seasonal marketing campaigns, integrated cutting-edge trends into on-brand digital content, and maintained a rigorous schedule of posts across diverse social media platforms.
- Enhanced brand visibility through daily content updates and thrice-weekly Instagram Reels; demonstrated multimedia proficiency in video editing, photography, copywriting, and graphic design, notably increasing campaign orders by an average of 40 per initiative.

MAJOR PROJECTS

Northern Territory Cattle Association Reporting Tool

- Led the UI/UX redesign focused on combating FMD and LSD cattle diseases, enhancing the NTCA app's usability and user experience.
- Conducted user research and competitive analysis, developed two prototypes, and created final detailed mock-ups in Figma, introducing a new design system and streamlined workflows.
- Delivered strategic presentations that garnered stakeholder acclaim and significantly increased user satisfaction.
- Fostered collaboration and problem-solving to align the redesign with agricultural sector goals.

Pool Tool App, AI Data Pros

- Led the UI/UX design for "Pool Tool," revolutionising pool and spa water quality testing, enhancing both commercial and personal applications.
- Conducted thorough user surveys and competitive analysis to tailor the design strategy, ensuring the app met user expectations and stood out in the market.
- Developed 5 prototypes and finalised 3 detailed mock-ups in Figma, crafting a user-centric interface poised to transform the pool and spa management industry. Also created Power BI visual mockups and design assets for dashboard presentations.
- Delivered compelling presentations to stakeholders, securing recognition for strategic insight and solidifying "Pool Tool" as a key player in water quality management.
- Central to fostering team collaboration and problem-solving, ensuring the project adhered to timelines and objectives.

REFERENCE AVAILABLE UPON REQUEST