

I M O G E N C R A D D O C K

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I am the UX/UI Designer you're looking for. Adept at research, quick analysis and "fuzzy interferences". I love problem solving large- and small-scale issues focusing on users needs and engagement. I find the clarity within the complexity.

Highly skilled in User Experience and Interaction Design, research, Usability testing and prototyping. I have experience in leading design product management, running client and stakeholder meetings, preparing return briefings, project scoping, project execution all the way through to invoicing clients. I have expertise across a range of design tools including Figma and the adobe suite.

While proficient in independent work, I also thrive in collaborative spaces working with clients, fellow designers, and multidisciplinary teams. I am quick to learn new things, if I don't know it, give me a few hours on the internet and I can learn anything else!

SKILLS

Design Skills

- User Experience Design, Interaction Design, User interfaces, Product design, Service design
- Information Architecture, Customer Research, Personas, scenarios, storyboarding, customer journey mapping and process flows.
- Wireframing and Prototyping
- Usability testing, Data analysis and Visualisation
- Web design, SEO, Graphics, Motion design, Illustration, Social media management

Business skills

- Client Briefings
- Handover and Invoicing
- Stakeholder management
- Strong communication skills and influencing
- Project Planning and execution (waterfall & Agile software)
- Leading and working with Multidisciplinary teams

TOOLS

Expertise:

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, lightroom), Figma, Microsoft Office, Procreate, Miro

Proficient:

- Adobe Creative Suite (Premiere Pro, After effects) Axure, Wordpress

Developing:

- Blender, Protopie, Webflow, Asana/Jira/Monday.com

EDUCATION

***Bachelor of Design - Major in UX
Swinburne University of Technology
GPA 3.8/4.0***

Expected December 2023

WORK EXPERIENCE

Leader of Student Team / Discovery Sprints

03/2023 - Current

Discovery Sprints in partnership with Swinburne university, Centre for multicultural youth, National Rugby League and funded by Federal Government ran three 1 week “design sprints” to support Pasifika students and create gateways into higher education. Starting as a student support, I quickly transitioned to leading the 12 person Student Team and being a key member of the overall planning and execution. Key activities included:

- Plan and organize 12 days of sprint activities to meet key sprint objectives
- Influenced and supported Workshop leaders and Facilitated design sessions over the 3 sprints
- Engaged with and supported over 100 students to complete challenging tasks within the deadlines
- Within 1 week turnaround refined 3 while managing another 3 rough student ideas into final production ready designs as Rugby League balls and Jerseys
- When production company changed required specifications worked with Lead team member for 2 days to modify all 6 Designs in for deadline.

User Experience Designer / Design Bureau – Industry Placement

06/2021- 08/2022

Swinburne University run a commercial design bureau working with clients within and across industry on a range of design jobs. For my industry placement year, I worked as the solo UX designer responsible for the End to End process from initial client briefing to final handover. Key activities included:

- Solo responsibility for over 15+ projects and collaborating with design colleagues on another 15+ projects over 12 month period.

- Managed 2-5 projects concurrently with mix of ongoing and new clients.
- Solo projects covered everything from initial client briefing, return briefing, project planning, design process, developer handover and invoicing.
- Sub tasks included creating digital applications, Interface design, Information Architecture, task flows, Wireframing and Prototyping in Figma, development in WordPress, website maintenance, Search engine optimisation, Accessibility design, motion graphics, social media campaigns, photography and asset design.
- Often would assist in solving problems for team members they had been working on for 1 hour in 10 minutes.

Freelance Designer

2021 - Current

As a freelance designer I have embarked on several smaller scale projects including:

- Website maintenance for retirement village
- Collateral and posters for Melbourne comedy festival
- Developing website for the “Discovery sprints” see above.
- Continuing working with clients originating from bureau and discovery sprints

Illustration Commissions

2018 - Current

- Custom artwork commissions of digital paintings. Gained via online presence.
- Current work includes 30+ character portraits, two large scale cohesive group image and 20+ custom item designs

Hospitality Worker / Elles Naturally

2018- 2020

UX Design Team, Work Experience / Balance Internet

10/2016

Visual Design Team, Work Experience / KPMG

08/2015