

Digital Designer

GEMMA CO

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I'm specialised in **product and visual design**. I have experience working for clients with different backgrounds, spanning from education, eCommerce, financial, event organisation, well-being, to lifestyle. As a designer, my goal has been single-minded: to create **delightful** visuals and experiences that can **make positive changes to people's lives**.

Skills

Experience design
Interface design
User research
Journey mapping
User testing
Design system
Prototyping
Brand identity
Creative direction
Art direction
Stakeholder management

Software

Figma

Adobe Suite
(Photoshop, Illustrator,
Indesign, Premiere Pro,
After Effects, XD, Audition)

Microsoft Suite
(Powerepoint, Word, Excel)

Miro, Slack, Trello, Jira,
Confluence

Dovetail, Askable, Maze,
Optimal Workshop

Education

Bachelor of Design (Digital Media)

RMIT University • 2018 - 2021

Experience

REA Group • Product Designer

Jan 2022 - Present

- Designed and shipped experiences for both B2B and B2C platforms such as Find Agent/Agency Search Results page UI improvements, Owner Lead Form consolidation, purchase flow for Equifax Tenant Check for customer, property management Applications List uplift
- Communication. Capable of communicating design approach effectively with immediate team (incl. product managers and developers), participated in product strategy conversations to prioritise and ensure developed products achieve the both business and end-user goals.
- Collaboration. Design jams with other designers, contributed to design system (incl. pattern shaping, icon, component)
- Stakeholder management. Lead design reviews and ideation workshops to gather input from other cross-functional teams.
- Planned and conducted research interviews and usability testing with customers, additionally, did internal audit, competitor and landscape reviews to understand the problem space, validate design solutions and define opportunities
- Learnings and growth. Contributed to internal working groups to improve ways of working and connect the community

Liquid Creativity • Junior UI/UX Designer

Jan 2021 - Jun 2021

- Designed UI/UX (incl. user flow and proptotype) for native app of a client - Bunchrides, a cycling application promoting community connection and mental well-being
- Client management. Ensured design met the required quotes, communicated design problem and solution effectively that met the expectation of client and end-user.
- Documented design requirements for offshore delivery team

Clarit-e, Cloudown t/a Pineapple, TEDxRMIT • Graphic Design Freelancer

2019 - 2021

- Creative direction. Built brand guideline, marketing strategy; designed pitch deck, video content, merchandise, brand's character, online and offline marketing materials
- Client management, event management. Ensured to craft meaningful visuals that empower business vision, increase brand's awareness and audience's engagement.