

▲ Naomi Guest

Senior Designer focused on experience

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Profile

I am an innovative and insights-driven Product Designer with over 10 years of experience in Direct-to-Consumer and eCommerce industries. Exceptional UX/UI expertise and a strong portfolio demonstrating visual and performance-driven design. Committed to accelerating the deployment of sustainable solutions through insightful design. Focused on creating meaningful digital experiences.

Experience

UX/UI Designer | Kathmandu, Melbourne AU – Mar 2022 - May 2024

The leading outdoor sustainable (B Corp) fashion retailer in Australia & New Zealand. Working in the insights led Loyalty and Personalisation team.

- Successfully led the redesign of Kathmandu's loyalty program and interactive online members account hub, increasing online engagement by 13%.
- Co-led test and learn initiatives, continuously improving website performance and member engagement, which led to a 1.2% increase in average order value (AOV).
- Collaborated with cross-functional teams including loyalty, creative, and development to create compelling brand narratives and product landing and detail pages.
- Implemented a design system to maintain brand integrity and consistency.
- Analysed the performance of design releases, identifying learnings and implementing optimisations to maximise design impact.

Digital Designer | SBM Marketing Communications, Melbourne AU – Jan 2021-Mar 2022

An agency where my team was dedicated to one of Australia's largest retail brands, Priceline Pharmacy.

- Responsible for conducting UX research and designing the UI of a wide range of custom landing pages, website layouts and emails, creating customer loyalty.
- Strengthened the client's social media presence by creating engaging static and animated assets, retaining followers and increasing click-through rates.
- Maintained brand consistency across all digital platforms.

UI Designer | First Screen, Dubai UAE – Jan 2020 - Sept 2020

A Dubai based agency working primarily with clients in the telecommunications industry.

- Played a key role in designing and developing the front-end of an e-sports streaming WebApp.
- Designed user interfaces for client projects across various industries, including e-commerce, gaming, and telecommunications.
- Created wireframes, user stories, and prototypes using Figma and Miro.

UI and Integrated Designer | Self Employed / Freelance, Global – May 2019 - Jan 2020

Freelance design, working with clients in the UK and Australia.

- Designed and developed bespoke CMS website themes with e-commerce capabilities.
- Worked closely with clients to understand their needs and translate them into actionable design solutions.

Digital Designer | Connective Broker Services, Melbourne AU – Aug 2017 - May 2019

Australia's leading mortgage and asset finance aggregator.

- Collaborated with marketers and developers alike to create engaging product narratives.
- Managed the design and development of a wide range of landing pages, micro-sites, HTML emails and campaigns, integrating into Dynamics 365 and Salesforce's Marketing Cloud.
- Took a major role in the successful re-brand of the company's brand.

UI Designer | Southern Cross Education Institute, Melbourne AU – Sept 2016 - Aug 2017

In house position, working for an Australian based higher education TAFE college.

- Designed and developed the full redesigns of three websites to enhance user experience, visual design and strengthen search engine rankings using SEO.
- Developed data visualisations and infographics to simplify complex information for users.

Graphic Designer & Photographer | Caring For Life, Leeds UK – May 2013 - Jun 2016

A Leeds based charity providing support to adults with additional needs.

- Strengthened company brand and identity by rebranding the charity's website and designing social media campaigns, and a range of print assets.
- Ran workshops on photography and videography for adults with additional needs.

Education

University of Worcester, Worcester UK – BA Creative Digital Media, 2010 - 2013

Victoria Institute of Technology, Melbourne AU – Diploma in IT (Networking) , 2017 - 2018

Skills

My Tools: Adobe Creative Suite, Figma, Sample, Miro, InVision, Devops/Jira, Confluence

Research & Analysis: User Research, Usability Testing, Data Visualisation

E-commerce Platforms: Shopify, Magento

Design: User-Centric Design, Infographics, Wireframes, Prototypes, User Research