Joanne Dinh

UX/UI DESIGNER

Portfolio website
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Summary

Highly effective UX Designer with a passion for creating impactful, user-centric digital experiences. Experienced in leading cross-functional teams to success, including the redesign of a non-profit's website, resulting in a 14% increase in membership fees and the acquisition of a $20,000 grant. Excited to contribute my expertise to innovative projects that align with user needs and business goals.

Previously, I streamlined the sales process at Amazing Kids Parties, resulting in a 50% reduction in errors. My 4-year background spans marketing, event, and project management. I'm ready to bring creativity, problem-solving, and a user-focused approach to the XX team.

I'm an Australian permanent resident and available to start immediately.

Capabilities & Skills

- Canva, Figma, Jiro, Miro
- Human-centred design (HCD)
- Responsive web design
- Visual design (UI design)
- Interactive/High Fidelity Prototyping
- Usability Testing
- Design Systems & Style Guides

- Stakeholder management
- Collaboration & communication
- Organisation & prioritisation
- Problem-solving
- Leadership
- Workshop facilitation

Experience

Creative Executive

February 2023 - Now

VicWISE

VicWISE is a non-profit organisation supporting international students/graduates in Victoria. I led a 10-person website team responsible for redesigning and rebuilding VicWISE's website.

- Improved VicWISE digital experience for over 5,000 community members in Victoria. The redesign mockups contributed to the successful acquisition of a $20,000 grant from Study Melbourne Inclusion Program.
- Influenced the leadership team to increase the student membership fee by 14% based on my competitive analysis insights and consideration for the organisation's goals.
- Led a team of 10 members to deliver the new website on Editor X (a website builder that supports responsive web design) through on-boarding, training and quality control
- Collaborated with cross-functional teams, including executives and partnering associations to define student members' benefits such as no interest loans, and affordable mental health support.
- Created wireframes, mockups, UI components, and prototypes on Figma to maximise the student membership sign-up flow.

Creative Executive

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- Enhanced user engagement by conducting 5 usability tests and meticulously analysing feedback, resulting in an impressive 70% willingness among students to become members.
- Streamlined website development processes by creating a comprehensive design system. This systematic approach included all essential components and documentation, ensuring rapid and unambiguous onboarding for team members.

Sales & Event Coordinator

February 2021 - November 2022

Amazing Kids Parties (AmazingCo)

On a 5-person sales & event team responsible for planning and coordinating over 60 kids parties & corporate events each weekend across 5 states in Australia.

- Reduced pricing time by 50% by innovatively creating a pricing calculator using advanced MS Excel functions resulted in 50% dropped in errors, and improved customer support across the sales team.
- Enhanced customer responsiveness by 10% by implementing post-email quote text messaging, resulting in a 5% boost in conversion rates.
- Built B2B relationships with key clients such as Ray White, Bunnings Warehouse, shopping centres, childcare centres, and primary schools across Australia, and helped them plan events for 100-1,000 attendees.
- Managed over 100 end-consumer inbound sales inquiries a day while providing exceptional customer service & event administration as a part of helping clients plan and book their amazing events.

Projects

VicWISE website redesign

Improved VicWISE digital experience for over 5,000 community members in Victoria. The redesign mockups contributed to the successful acquisition of a $20,000 grant from Study Melbourne Inclusion Program.

Albatross app & responsive website

Empowering young adults in financial confidence through translating jargons into interactive games that aligns with individual financial goals and understanding levels.

NGV virtual tour app

Created a virtual tour app for the National Gallery of Victoria (NGV) as part of the Google UX Design program. The app is a comprehensive tool that allows visitors to explore the gallery at their own pace.

Education

Google UX Design Certificate

Coursera | August 2022 - November 2023

Bachelor of Events Management

William Angliss | February 2017 - December 2019