

# Joanne Dinh

UX/UI Designer

[Portfolio website](#)

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## Summary.

Highly efficient UX Designer with a **passion for creating impactful, user-centric digital experiences that help community thrives**. 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 \$100,000 grant from Crown Resorts**. 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 excited to bring creativity, curiosity and my experience to your team!

I'm an Australian permanent resident with **full work rights**.

## Capabilities & Skills.

- Figma/FigJam, Miro, Jira and more
- Auto-layouts, component variations and component properties
- Responsive web design
- Native app design
- UX research & testing
- User flows
- Wireframes & wireflows
- Interactive/ high fidelity prototyping
- UI design
- Design systems & style guides
- Attention to detail
- Stakeholder management
- Collaboration & communication
- Organisation & prioritisation
- Problem-solving
- Basic understanding of HTML/CSS and JS

## Experience.

### UX/UI Designer

Feb 2023 – Feb 2024

#### 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 website redesign contributed to the successful acquisition of a \$100,000 grant from Crown Resorts.
- Created **wireframes, mockups, UI components, typography, and micro-interactions on Figma** to maximise the student membership sign-up flow.
- Created a **design system and guidelines, including component variations and properties**, that made it easy for the team to build a website and **ensure consistent brand representation**.
- 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.

## UX/UI Designer

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- Conducted 5 usability tests and analysed user feedback to iterate on design solutions.
- Worked closely with the Digital Team's Director to make **strategic UX decisions on new and existing functionality**.

## Sales & Event Coordinator

Feb 2021 – Nov 2022

### Amazing Kids Parties

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.

- Created a pricing calculator using advanced MS Excel functions, **reducing pricing time by 50%**, minimising errors, and improving customer support.
- **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.

## Junior Marketing Coordinator

Sep – Nov 2020

### Asian Pantry

On a small digital marketing team responsible for promoting the brand and drives more sales.

- Received positive feedback from customers on social media interactions, maintaining a 95% positive sentiment rate.
- Published weekly blog posts that consistently garnered an average of 500 views per post within a growing cooking enthusiast community.
- Coordinated and hosted a successful online Christmas cooking class series in November, attracting 100 participants and receiving positive feedback.
- Captured over 50 photos and videos for blog posts, enhancing visual appeal and user engagement for the foodie community.

## Selected work.

### VicWISE website redesign

Led a team of 10 to improve VicWISE digital experience for over 5,000 community members in Victoria.

### Dropout Design e-commerce website

Crafted an e-commerce website for an apparel brand to establish itself as Melbourne's most accessible, budget-friendly brand, catering to the needs of 6 millions Gen Z shoppers.

### PTV app redesign

Enhancing the public transport experience for over 1.5 millions commuters in Melbourne.

## Education.

### UX/UI Design Transform

Academy Xi | February 2024 – Now

### Google UX Design Certificate

Coursera | August 2022 – October 2023

### Bachelor of Event Management

William Angliss | February 2017 – December 2019