

Isaac Jiang

UX/UI DESIGNER

An experienced professional with a background in art and marketing, proficient in both independent and collaborative environments. Skilled at using Wix, web-builders and a self-motivated learner committed to continuous improvement, through discovery of new trends and tools to bring designs to life.



[Portfolio](#) ↗

[LinkedIn](#) ↗

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Sydney, Australia

WORK EXPERIENCE

Lead UX/UI Designer / Dappa, Fashion App

February 2024 - Present / Hybrid

- Elevated productivity within Figma by implementing a comprehensive design system, integrating standardised components and variables to ensure coherency, resulting in a notable 50% increase in work efficiency.
- Consistently recognised by executives and the design lead for excellently managing project timelines, maintaining an exemplary pace, and delivering ahead of schedule.
- Demonstrated a keen focus on enhancing user experience, leading a six-member design team in extensive research, ideation, and prototyping resulting in a remarkable 60% increase in user goal attainment rates. Design ethos often characterized as having engineering precision and logic.
- Collaborated with the marketing team to align design strategies with overarching business objectives, with innovative and impactful public relation suggestions, often praised for their relevance and creativity.

Creatives Director / Social Sports Association, University Club

October 2023 - Present / Remote

- Utilised strategic promotions resulting in an 8-fold increase in Instagram followers, significantly boosting brand visibility and engagement through design and marketing techniques.
- Managed an exceptional event turnout, achieving a notable milestone with a record attendance of 100 individuals for a volleyball event tripling the previous record.

UX/UI Designer / LUXit, Mobile Beauty Concierge

Dec 2023 - Mar 2024 / Internship, contracting

- Led the redesign and optimisation of LUXit's website, with a primary emphasis on refining user experience and aesthetics to drive engagement and satisfaction.
- Transitioned from an internship role to a paid contracting position, showcasing consistent dedication and delivering impactful results.
- Remained at the forefront of technological advancements and industry trends through proactive research, ensuring LUXit's alignment with evolving market demands.
- Earned commendation from the client and head web developer for exemplary work ethic, professionalism and knowledge in design.

[References available upon request](#)

EDUCATION

2020 - 2024 | Bachelor of IT,

Interaction Design

UNIVERSITY TECHNOLOGY SYDNEY

TECHNICAL SKILLS

- Branding
- Illustration
- UX research
- Web building
- Graphic design
- Design systems
- Web and app design
- Low to high-fidelity design
- Prototyping and wireframing

CERTIFICATIONS

UX Design Certificate

Google

Figma Masterclass

Designership

Figma to Webflow Certificate

Udemy

App Brewery Coding Bootcamp

Udemy

Digital Concept Art Certificate

Marc Brunet's Art Academy

Leadership Program

Global Leadership Track