

# Emma Dodd

## UX/UI Designer

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### dodd.studio

Melbourne, VIC

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### MY SKILLS

UI Design

UX Research

CX Design

Wireframing

Prototyping

User Journeys

Usability Testing

User Interviews

Competitor Analysis

SEO

Branding

HTML, CSS, JavaScript

### SOFTWARE

Figma

Miro

Hotjar

WebFlow

WordPress

Shopify

Adobe Suite

Affinity Suite

References available  
on request

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### PROFILE

UX/UI Designer with nearly 4 years industry experience creating user-centered digital products for sectors, including telecom, energy retail and e-commerce. Experienced leading end-to-end design projects from strategy, through to design and development. Skilled in user research, CX design, and prototyping, with a background in front-end development that enhances collaboration with development teams.

### PROFESSIONAL EXPERIENCE

**UX/UI Designer** | BlueRock | May 2023 – July 2024

- Led 6-month redesign project for a Compliance SaaS platform which involved conducting user research to produce data-driven prototypes. Resulted in increased user satisfaction and positive client feedback.
- Facilitated remote and in-person workshops for internal and external teams and projects.
- Liaised with developers to produce technically viable designs under tight deadlines and provided guidance during development.
- Contributed new business opportunities by developing new revenue models and strategies including the Two Week Website and Free Design Audit.

**UX/UI Designer - Contract** | Webtools | Nov 2022 – Feb 2023

- Led UX/UI design for the SaaS product 'Funded,' presenting final designs to team members and stakeholders. Case studies available in portfolio.
- Utilized market research and collaborated with Graphic Designers to develop branding for several products.
- Facilitated workshops and review sessions with clients to grasp project requirements and ensure designs aligned with their business objectives.

**Junior UX/UI Designer** | TallyGroup | Aug 2021 – Nov 2022

- Collaborated within a cross-functional team to enhance the interface for Zappy (telecom and energy retail sale platform), providing guidance throughout the development process.
- Designed, developed, and maintained the company website using WebFlow.

### QUALIFICATIONS

**Diploma in Web & UX Design** | Yoobee College |  
Christchurch, New Zealand