YENA JEONG

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EXPERIENCE

Freelance Designer

Neutopia — *Jul-Sep 2024*

Designed a prototype for a client's B2B platform, enhancing the admin experience. Collaborated with CEO and a mentor, and delivered a final solution aimed at empowering platform users.

HSBC — *Mar-Jun 2024*

Developed a Research Report for HSBC on Deceased Estates, providing in-depth research and actionable recommendations.

Food Education Australia — *Mar-Jun 2024*

Optimized FEA's website with targeted UX research, delivering user-centered design solutions and key recommendations to boost engagement and donations.

Nex, Fast Printing — *2022, 2023*

Designed diverse creative assets—stickers, posters, banners, and menus—ensuring cohesive and visually appealing client branding across mediums.

Camilla — *Oct 2021 - Dec 2022*

Created mock-ups and tech packs for women's wear and swimwear with precise technical drawings.

UX intern for Vpply — *Sep-Dec 2022*

Designed hiring manager interfaces and collaborated with developer on dashboard pages. Conducted competitive audits and added features to fill website gaps, boosting business value and branding.

Talent X Datacomp2022 — *Aug 2022*

- **Client - Department of Health**

Proposed a direct chat and channel concept to improve helpline services using Design Thinking. Created a presentation deck and a chatbot character, "Charlie,". Produced marketing collateral to enhance audience engagement during the presentation.

Achievements
- Best Design AU (individual)
- 2nd place winner (team)

Temporary Graduate (485)
13 August 2029

EDUCATION

Master of Design
University of Technology Sydney
Bachelor of Clothing & Textile
Kyungpook National University

TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Webflow, Wix

SKILLS

- Product Strategy
- Design Thinking
- UI / Visual Design
- Journey Mapping
- Persona Development
- User Interviews
- UX Research
- Sketching Wireframing
- Visual Communication
- Data Visualization
- Rapid Prototyping
- Critical Thinking

INTEREST

- Exploring art and design literature
- Fashion and Shopping
- Art galleries and Museums
- Cooking and Wine
- Yoga and Pilates
- Branding, Marketing