

Joanne Dinh

UX/UI Designer

[Portfolio website](#)

[LinkedIn](#) Joanne Dinh

[Phone](#) +61 435 373 932

[Email](#) joanne.dinh1998@gmail.com

Summary.

Passionate UX Designer with a knack **for creating seamless, user-centric and impactful experiences** that help businesses and their customers thrive. 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**.

Capabilities & Skills.

- Figma, Figjam, Trello and more
- User-Centric Design Principles
- User Research And A/B Testing
- Wireframing & Prototyping
- Design System & Style Guides
- Communication & Collaboration
- Creative Problem-Solving
- Stakeholder Management
- Strategic Planning

Relevant Experience.

UX/UI Design Lead

Feb 2023 - Feb 2024

VicWISE

Led a 10-person website redesign team for VicWISE, a non-profit supporting international students/graduates in Victoria.

[Read case](#)

- Improved the VicWISE digital experience for over 5,000 community members, resulting in a website redesign that contributed to securing a \$100,000 grant from Crown Resorts
- **Conducted 5 usability tests** and translated user feedback into actionable design solutions that **improved the website's usability**.
- Worked closely with **cross-functional teams** including developers, product manager, marketing team and delivery lead throughout the redesign and development process.
- Developed wireframes, mockups, and interactive prototypes on Figma to ensure a seamless experience, **catering to user needs across devices**.
- Established a **comprehensive design system** to streamline the development process and ensure consistent branding across the website.
- Leveraged user research and competitive analysis to recommend a **14% student membership fee increase**, which was adopted by the leadership team and **contributed to the organisation's financial goals**.
- Effectively **collaborated with stakeholders** including executives and partnering associations to define student member benefits, such as no-interest loans.

UX Design Lead

May 2024

(4-Week Design Sprint)

Whistle Clean Australia

Led a 10-person design team in the redesign of a commercial cleaning company's website to enhance SEO performance and conversion rates

[Read case](#)

- Led a team of 10 designers in a 4-week design sprint for Whistle Clean Australia (WCA) to create a user-centred solution.
- **Facilitated 4 usability testing sessions** with end users, gathering valuable feedback that directly improved user satisfaction and consequently conversion rates.
- Rapidly iterated on digital prototypes, **completing the design iteration only 2 days after user research**, to accelerate the design process for WCA.
- Developed a **UI design system** to streamline the design process for WCA, ensuring consistent and **high-quality user interfaces** that met usability standards.
- **Collaborated closely with stakeholders** to keep them informed and ensure the successful completion of the project within the 4-week timeframe.

UX/UI Designer

Dec 2023 – Jan 2024
Freelance Project

Dropout Designs

Designed Gen Z apparel brand's e-commerce platform, optimising for conversions.

[Read case](#)

- Designed 10 core e-commerce website pages with **interactive prototypes** within a 6-week design sprint, ensuring **a smooth user flow for customer conversions**.
- Analysed over 25 competitors and conducted secondary research to identify industry gaps and optimise the Dropout Designs website for conversions.
- **Frequently communicated** with the client throughout the project, continuously gathering feedback to ensure the **design aligns with business needs and user needs**.
- Developed a **UI design system** based on brand guidelines, streamlining the development process and ensuring design consistency across the e-commerce website.

UX Designer

April 2024
(4-Week Design Sprint)

Leading Insight

Part of a 13-person team that ideated and designed an on-demand learning product for a consultancy firm serving the public sector.

- Improved the end-to-end experience for professionals in public sector looking for on-demand learning product.
- Conducted **8 user interviews** to understand user journeys and ensure user satisfaction at every touchpoint with the new learning platform.
- **Developed and communicated clear user journey maps, user scenarios, and user flows** to both the team and stakeholders, ensuring user-centred design principles were incorporated.
- Leveraged **advanced Figma skills** to build an interactive prototype of the "build-your-own course" feature, allowing the client to visualise the product and enhancing communication.
- Supported the team lead with project planning and management throughout the sprint through **running a daily standup and design critique sessions**.
- Closely worked with UI designers to make sure the new product design aligns with the branding and design system.

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.

Education.

UX/UI Design Transform

Academy Xi | February – June 2024

Google UX Design Certificate

Coursera | August 2022 – October 2023

Bachelor of Event Management

William Angliss | February 2017 – December 2019