

AMBER CAPPELLETTI

DIGITAL UI/UX DESIGNER

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🔗 Folio: www.designpotion.com.au

🕒 WHAT MAKES ME TICK

I love working in a varied and dynamic environment, where opportunities present themselves for me to exercise my varied skillset, and apply them to exciting projects.

I'm an idea generator seeking to work with a company and individuals who are passionate about what they do, enjoy pushing boundaries and always keep up with the latest trends in the industry so our skills remain sharp.

I follow direction and take feedback well or can be left to my own devices – I'm self-motivated and work autonomously multitasking and meeting deadlines and outputs without compromising on quality. I'm a determined self-learner who loves upskilling and learning, and will take on anything that comes my way and find a way how to do it.

</> SKILLS, PROGRAMS & GENERAL ARSENAL

Below are just some programs, tools and skills I use most frequently, but is by no means an exhaustive list. In addition to the below, I create responsive mobile first designs with a grid methodology and break points, user testing, building and designing for personas, accessibility design, analysing conversion funnels and user flows, using analytics for UI/UX improvement, designing and analysing A/B test emails, setting up and analysing Facebook ad campaigns.

ADOBE SUITE, PROTOTYPING TOOLS, WEB SKILLS & CMS



Photoshop



InDesign



Illustrator



DreamWeaver



Sketch



InVision



Balsamiq



Responsive Design



Bootstrap



CSS3



HTML5



Shopify



Wordpress



Hubspot

🔪 WORK HISTORY

January 2018 - July 2018

ESM Inbound, London UK - UI/UX Designer promoted to Senior Design Strategist

Designing landing pages, blogs, websites for Hubspot, lead magnets and eBooks as well as rebranding projects.

ESM Inbound is a boutique agency that specialises in providing custom marketing solutions and strategies for companies selling to schools.

April 2017 - April 2017


Clemenger BBDO, Melbourne Australia - Freelance Digital Designer


Short-term freelance contract before travelling across Europe for the remainder of the year, working on one of Clemenger BBDO's major accounts NAB (National Australia Bank) executing designs with fast pace and accuracy, and client presentation decks.


Clemenger BBDO is under the BBDO Worldwide umbrella founded in 1891 in New York originally named Batten Company. Today, BBDO Worldwide employs 15,000 people in 289 agencies across 81 countries.


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EDUCATION

2018

Hubspot Growth Driven Design
Certification attained

2016

Aquent Gymnasium: UX Fundamentals
Certification attained

2014

Google Adwords Fundamentals Exam
Certification attained

2010 - 2013

RMIT University, Melbourne Australia
Bachelor of Design (Major: Games)

2013

CAE Institute, Melbourne Australia
Certification for Intensive Web Design

2003 - 2008

**Methodist Ladies' College,
Melbourne Australia**
Certification for secondary education

WORK HISTORY CONTINUED

April 2016 - April 2017

Myer, Melbourne Australia - Digital Designer

Designing and executing creative campaigns and content with UX principles and wireflows across the Myer websites with a mobile first approach including; home pages, landing pages, social channels, EDMs, in-store digital displays and online display advertising all to support Myer's omni-channel journey to deliver world-class customer experiences with measurable results.

Myer is Australia's Leading Department Store, I worked on multiple projects and campaigns across three seasons involving UI and UX design. The Myer website has an average of 1.2 million site visits weekly. During my employment at Myer during a 6 month period Myer's online sales revenue grew 48%.

February 2014 - April 2016

ROI.com.au, Melbourne Australia - Web Designer

Designing SEO friendly websites for our clients which include undertaking Project Management to see a web project from start to finish with UI/UX best practices by using Google Analytics and wireframes, liaising with clients, Account Managers and the Content Marketing and SEO team to deliver the best results. This role also included designing landing pages working hand in hand with Google Adwords and the PPC team to monitor and suggest improvements to Adwords campaigns to increase lead quality and cost effectiveness among other key metrics to hit our monthly KPIs and client goals to deliver reports with measurable results leading to a ROI for our clients.

ROI.COM.AU is a Digital Marketing Agency founded in 2006. A team of Digital Strategists, Creative Designers, Data Analysts and Technical Specialists covering a broad range of clients to improve and deliver high quality results.

Jan 2013 - Present

Self Employed Freelance Designer, Remote - Digital UI/UX Designer

Graphic and web design services taking on private client work with a strong focus on UI and UX as well as branding and style guides, content writing/direction and SEO guidance.

THINGS I ENJOY

- Coffee (I grew up in the coffee capital of the world so it's only natural)
- Dogs including dog colleagues in the office
- Aerial sports
- Travelling (but who doesn't)
- Expanding my creative crafting skills
- Self inflicted food comas with friends