

# Hayley Yan

## Digital Designer ( Web/UI/UX)

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📍 NSW, Australia

### CAREER PROFILE

Seasoned digital designer with 6+ years of experience in UI/UX, web, brand identity, and visual design. Proficient in Adobe Creative Suite, WordPress, Figma, and more. Skilled in creating visually stunning websites, apps, EDMs, and multimedia content. My expertise lies in blending aesthetics with user-centric functionality to deliver captivating designs that enhance user experience. Seeking opportunities to leverage my skills and passion for design to bring brands to life in the evolving digital landscape.

### EDUCATION

May 2015 - November 2017

**Bachelor of Communication**

University of Technology Sydney

Major - Digital and Social Media

### DESIGN SKILLS

#### Software skills

Illustrator	●●●●●●●●●●
Photoshop	●●●●●●●●●●
Indesign	●●●●●●●●●●
After Effects	●●●●●●●●●●
Premiere	●●●●●●●●●●
WordPress	●●●●●●●●●●
HTML & CSS	●●●●●●●●●●
Figma	●●●●●●●●●●
Octopus.do	●●●●●●●●●●

#### Expertise

- UI/UX Design
- Web Design
- Logos & Branding
- Wireframing & Prototyping
- Video Editing
- Motion Graphic Design
- Design System
- Digital Experience Design

### STRENGTHS

- 💡 Creative problem solving
- 👥 Collaborative team player
- 🔍 Detail-oriented

### REFERENCES

References available upon request

### WORK EXPERIENCE

**Digital Designer (Web/UI/UX)** | Mar 2021 - March 2024

Australian Society of Anaesthetists (ASA)

📍 Sydney, NSW

Led design projects, creating captivating digital assets for websites, EDMs, and social media campaigns. Oversaw design across ASA communication channels for brand consistency. Collaborated with teams to deliver high-quality solutions aligned with ASA objectives, creating wireframes and prototypes for branded content.

#### Key responsibilities:

- Managed ASA's digital communication channels encompassing websites, email marketing campaigns (EDMs), and social media platforms.
- Developed design assets, spanning social media campaigns, EDM templates, website visual elements, landing pages, and various multimedia content like video/motion designs.
- Led the design of ASA's subsidiary websites from concept to execution, wireframing to prototyping, crafting design materials, ensuring top-notch UI/UX.
- Enhanced and upheld a distinct and compelling brand identity for ASA, ensuring uniformity across all marketing collateral.
- Worked closely with stakeholders to understand business objectives, user needs, and industry trends, translating them into innovative design concepts and seamlessly integrating solutions into communication products.
- Provided expert advice and guidance on digital trends and industry best practices.

**Graphic Designer (Print/Digital)** | Feb 2018 - Mar 2021

Practice Advantage Pty Ltd

📍 Sydney, NSW

Created polished visual designs for websites, apps, newsletters, and social media images. Implemented marketing strategies for both digital and print products. Collaborated closely with cross-functional teams to meet deadlines and client visions.

#### Key responsibilities:

- Created diverse visual content (print/digital) such as logos, newsletters, ads (motion/static), brochures, flyers, EDMs, and social media graphics.
- Collaborated with clients/team to understand and developed design concepts. Incorporated feedback and made revisions to designs as necessary.
- Organised project files and documentation, overseeing design projects from start to finish for seamless completion.

### ACHIEVEMENTS

**Led successful rebranding effort**

Oversaw a major rebranding endeavour encompassing multiple ASA communication channels. Developed a suite of digital products spanning various platforms.

**Developed UI/UX friendly websites**

Created multiple bespoke websites in close collaboration with the team members, garnering glowing client feedback and demonstrating adeptness in the art of website design.