

## Resume, 2023

# /. CisiGoh /.

## UX Designer

Cisilia has accumulated a breadth of experience in researching, designing, and delivering market-leading digital and physical products across the web and mobile apps in the education, entertainment, government, and banking industries. These experiences ranged from brands like Westpac, Samsung, Spotify and the University of Melbourne.

With a background in digital media and UX design, her expertise includes translating customer and business problems (and requirements) into design solutions, designing seamless customer experiences, conducting in-depth user research, analysing qualitative/ quantitative data, and obtaining buy-in from stakeholders through collaboration and storytelling. She takes pride in building strong relationships with clients by understanding their unique needs and delivering tailored solutions that drive their success.

Cisilia is passionate about solving problems and improving process for efficiency, creating a brighter future for people and propelling businesses through human-centred design, staying ahead of the curve in the fast-evolving digital landscape, and embracing innovative approaches to provide unparalleled services.

## Toolkit

### UX skills

- Prototype conceptual design and interactions in Figma,
- Conduct interviews, usability testing, and survey with customers,
- Facilitate ideation and co-research workshops stakeholders,
- Apply Double Diamond and Agile framework in design projects,
- Work with software engineers and testers ensure an efficient/ effective design handover for development.

### Technical skills

#### Prototyping:

- Figma
- Framer
- Adobe XD
- Sketch
- Google Material IO
- Apple Human Interface Guidelines

#### Videography/ graphics:

- Adobe Creative Suite
- Final Cut Pro
- Audacity

#### Collaboration:

- Figjam
- Miro

#### Website development:

- HTML/CSS
- Webflow
- Wordpress

#### Project management:

- Jira
- Service Now
- Trello

## Career summary

1. UX Designer, Westpac Aug 2022 - Present
2. Interaction Designer, DTA May 2021 - Aug 2022
3. UX Consultant, Freelance Feb 2020 - Jun 2022
4. Web and Digital Media Officer Jun 2010 - Oct 2019

## Education and Training

### RMIT, Melbourne, Australia

- Graduate Diploma in Visual Communication Design, 2008 - 2010
- Bachelor of Art Digital Design, major in Interaction Design and Animation, 2000-2003

### General Assembly Melbourne, Australia

UX Design Immersive, 2019 - 2020

### Melbourne Business School (MBS), University of Melbourne, Australia

- Branding Management, 2018

### IDEOU

- Service Design, 2019

## Professional Experience

### UX Designer Aug 2022 - present

Westpac – Consumer Business Banking, Sydney

Westpac is one of Australia's Big Four banks and the first and oldest banking institution.

#### Key Responsibilities:

- Design prototypes using the enterprise design system (EDS) in Figma
- Work with researchers to plan and conduct usability testing with customers.
- Synthesis customers feedback and translate them into insights, hypotheses and actionable recommendations that led to improving customer experiences.
- Working with different lines of business and stakeholders to translate customer problems and align business requirements, to solve design challenges by applying the Double Diamond and Agile frameworks.
- Present design solutions to the business and technical stakeholders to align on DVF (Desirability, Viability and Feasibility).

#### Key Achievements:

- Delivered security features to protect over 4M customer's bank accounts.
- Developed the bonus interest feature to support around 0.75M customers.
- Design foreign exchange notifications to enable 37.5K customers to take greater control of their currency conversion and make well informed decisions.
- Simplify engagement and collaboration process that resulted in a more efficient way to provide feedback and sign-off for projects.

### Lead Interaction Designer May 2021 – Aug 2022

Digital Transformation Agency (DTA), Sydney

DTA is a government agency under Australian's Government finance portfolio that support the digital transformation of government services.

#### Key Responsibilities:

- Designed accessible and user-focused platform by designing prototypes in various levels of fidelity.
- Collaborated with UX researchers to validate designs with customers by creating prototypes for usability testing research.
- Presented design solutions and objectives to engage diverse stakeholders that led to their buy-in.

#### Key Achievements:

- Designed a digital sourcing platform (web application) for government's procurement system and worked closely with a multi-disciplinary team in the Agile framework.
- Built the design system of UI components assets in Figma to improve the design and delivery consistency, that led to efficient processes across the teams.

### UX Consultant Feb 2020 - Jun 2022

Freelance/ Somia, Sydney

I've worked with various companies during my freelance stint, one of them is **Somia**– a service design agency that utilising a human centred design approach to create strategic innovation and digital transformation for businesses in Southeast Asia and around the world.

#### Key Responsibilities:

- Developed research materials and objectives; recruited participants, and conducted in-depth interviews understand their habits, needs, and motivations as well as to validate the initial designs of 24 features
- Collected and analysed data to deliver key insights to stakeholders on daily basis
- Prepared a comprehensive report of findings and recommendations that helped Samsung improve its premium products.

## Professional Experience

**UX Consultant** Feb 2020 - Jun 2022

Freelance/ Somia, Sydney

### Key Responsibilities:

- Conducted co-research workshop with the local visual experts to define imagery guidelines such as culture, humour and commissioning artworks via local artists.

### Key Achievements:

- Delivered actionable recommendations that improved the design of Samsung premium fridges which have US\$2M market segment in Indonesia. Jun 2010 - Oct 2019
- I partnered with the external stakeholders STBY, London to increase Spotify's brand connection and its audience through the visual design of their playlists.

### Web & Digital Media Officer

University of Melbourne - The Faculty of Education (MGSE), Melbourne

University of Melbourne is Australia's number 1 university and world leader in education, teaching and research excellence.

### Key Responsibilities:

- Designed, developed, and managed multiple websites across different platforms i.e., HTML, Squiz CMS (Content Management Systems)
- Produced digital educational content for both- live events and choreographed.
- Optimised MGSE public website search functionality (SEO) for a better search result using Google Analytics

### Key Achievements:

- Redesigned and migrated multiple MGSE websites into the enterprise design system and templates.
- Streamlined service request procedures to simplify the operational process that resulted in improvement of productivity and the quality of work.

**Web Designer**

Nov 2011 - Feb 2012

University of Melbourne - The Faculty of Architecture, Melbourne

### Key Responsibilities & Achievements:

- I collaborated with the Marcomm teams to redesign the faculty's public website
- Conducted concept testing with stakeholders to validate the design
- Migrated website content to Drupal CMS.

**Interaction Designer**

2004 - 2010

MediWorld International, Melbourne, AU

MediWorld International is a not-for-profit medical publisher, providing educational training for Australian General Practitioners.

### Key Responsibilities & Achievements:

- Designed UI and interaction of various medical e-learning for family doctors, accredited by RACGP
- Designed, published and managed various online medical journals websites
- Assisted with the creation of a business development strategy on medical education in Indonesia.