



● Empathy ● Holistic Thinking ● Exploring

Esther Wei

UX/UI Designer, Researcher

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[Portfolio](#) | [Linkedin](#)

With a marketing strategist background, I focus on holistic research and craft engaging visual communications based on keen user insights. My resilient and iterative approach, fueled by problem-solving, aims to create intuitive and effective digital experiences.

Skill

- User Persona & Empathy Map
- User/Customer Journey Map
- User Interviews & Surveys
- Concept & Usability Testing
- Information Architecture & User Flow
- Wireframing & Prototyping
- Competitive Analysis
- Visual Design Principles
- Style Guides & Design Systems
- Basic HTML/CSS
- Attention to Detail
- Collaboration and Communication
- Stakeholder Management
- Problem-Solving & Holistic Thinking

Tool Kit

Figma | Adobe XD | Miro

Illustrator | Photoshop | Adobe Creative Suite

UserTesting | Hotjar | Optimal Workshop

Education

UX Design Immersive Course (Full-time)
General Assembly Sydney, 9-12/2022

Completed 500+ hours of training and 5 projects under veteran Susan Wolfe

Master's Degree, Art & Design

Sisi Art Studio | 4/2024 - Present

- Developed engaging online and on-site course content, templates, after-class exercises, and reviews. Enhanced student learning outcomes through psychological study and an iterative feedback loop approach.
- Provided personalized tutoring and facilitated creative workshops, fostering a supportive and empathetic learning environment.
- Led rebranding efforts, including redesigning the logo and visual system. Created cohesive marketing and social media materials to effectively promote the studio.

Website Design, Inner West Film Fest | 2 - 4/2024

- Conducted research and A/B testing to optimize navigation and event calendar content, increasing user engagement by 50% and reducing the bounce rate by 28%. Boosted ticket sales by 40%.
- Developed a cohesive visual system including text styles, typography, buttons, and imagery, aligning with updated branding for consistency.
- Aligned design initiatives with event planning and marketing goals, executing flexible and innovative design solutions to support marketing strategies.

CX Designer, SmartCater (Startup) | 1/2023 - 2/2024

- Leveraged human-centred design principles to conduct market research and analysis, successfully developing a lean business canvas for a startup
- Enhanced operational efficiency by 35% through optimised customer journey maps and service blueprints, focusing on seamless user experiences.
- Implemented a robust feedback loop incorporating customer testing, interviews, and smoke testing, resulting in a 25% increase in customer engagement.

Webpage Design, Koskela | 11-12/2022

- Conducted B2B landscape research, user journey mapping and client interviews
- Developed a lean UX strategy and smoke testing webpage, boosting project progress by 50% in a 3-member team.

FoodChum, Reducing Food Waste App | 10-11/2022

- Synthesized insights from 55+ surveys and 8 interviews to design a habit-forming app in a 2-person team.
- Led user testing and developed an MVP, designing a coherent user flow, high-fidelity prototype, and UI system, showcasing end-to-end product design skills.

Working Experience (China)

UNSW, 2019-2022

Creative Strategist in eCommerce, i2mago | 2017-2018
Creative Strategist in Branding, GIMC Group | 2013-2017