



# Ida Melank

## ABOUT ME:

I am a Sydney based Visual & UI Designer, with a versatile skill set, focusing on problem solving and delivering effective solutions to a wide range of clients – from corporate to not-for-profit. I am looking to develop into a UX role, and work on a range of interesting projects that focus on the best outcomes for clients and their audience, while developing a unique skillset.

- Observant.** Attention to detail, analytical
- Empathetic.** Understanding of client’s needs, good team player
- Reliable.** Responsible and accountable
- Enthusiastic.** Passionate, focused, invested

## KEY SKILLS:

### PRACTICAL

- Taking project briefs and scoping
- Prototyping - low and high fidelity wireframes
- Content audit and workshops with clients and copywriters for better user experience and conversion
- Focus on user journey, problem solving and visual coherence
- Visual and UI Design
- Animation art direction
- Managing multiple projects
- Staff training and mentoring
- Client CMS training (WordPress)
- Creating web instructions and specifications for internal and external stakeholders
- Performing product testing and proofing on multiple devices, prior to client delivery
- Strong communication skills

### TECHNICAL

<b>Photoshop</b>	●●●●●●●●●○	<b>Mockflow</b>	●●●●●●●●●●
<b>InDesign</b>	●●●●●●●●●○	<b>Invision</b>	●●●●●●●●●○
<b>Illustrator</b>	●●●●●●●●○○	<b>UXPin</b>	●●●●●●●○○○
<b>Sketch App</b>	●●●●●●●○○○		

### OTHER TECHNICAL SKILLS

- CMS Platform: WordPress
- Understanding of HTML and CSS

**EMPLOYMENT HISTORY:**

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**HOPPING MAD DESIGNS 2011 to present** Senior Visual/UI Designer (Web & Print)  
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In my role as Senior Visual/UI Designer for Hopping Mad Designs I am responsible for variety of web (85%) and print (15%) projects, end to end project management, from scoping the project to website launch.

**Key Achievements:**

- Managing complete redesign of multilevel fitness and wellbeing business website
- Providing functionality and user expertise to upper management on web best practices
- Improvements implemented to multiple B2B websites based on recommendations to provide congruent UI for the end-user
- Delivering project on tight deadline for national relaunch of renowned telecom brand
- Made into a partner on a startup digital product currently in development (to be launched late 2017, early 2018)

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**IMAGO COMMUNICATIONS 2008 to 2011** Midweight Graphic Designer  
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In my role as Midweight Graphic designer for Imago Communications I was responsible for working on graphic and some web projects from concept to finished artwork - including brochures, catalogues, ads, email invitations, event collateral

**Key Achievements:**

- Working on multiple projects as a main designer for international convention centres - in Australia and overseas
- Worked on large format print signage for international travel and convention centre expos
- Specialty print management of deluxe printed collateral

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**FREELANCE AND CONTRACT WORK**  
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**Propeller Graphics (2010 - now)** - Established, long term working relationship based on consistent delivery of high quality artwork - includes catalogues, brochures, extensive image retouching, website layouts, annual reports, posters, iconography

**Sydney Fringe Festival (2011)**- Guide artwork and print management on recommendations from client's design affiliate

**Avant Card (2011)** - Short term contract

**EDUCATION & PROFESSIONAL DEVELOPMENT:**

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**2017** Digital Marketing part-time course, General Assembly

**2016** UX Immersive, part-time course, General Assembly

**2008** Certificate IV in Web Design, SIT

**2005** Bachelor of Design degree at COFA, UNSW

Google Analytics workshop, General Assembly

Skillshare graphic design seminars

**INTERESTS & ACTIVITIES**

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Travelling, camping, hiking and cooking for the fun of it

Photography, reading, Spanish language

Arthouse films, Brutalism, kitsch, bad taste, and cats.

Serbian speaker

\* References available on request.