

Vicky Chemlal

UX // UI DESIGNER

My career journey so far has gifted me with 6+ valuable years of experience in customer-focused roles. I have worked across a wide range of industries, such as Marketing, Recruitment, IT/Technology, and Fashion Design. In addition, working directly with clients from; Financial Services, Government, Retail, Insurance, etc.

My time spent at a Technology consultancy has allowed me to broaden my Tech knowledge and strengthen my strategic thinking and stakeholder management. This has complemented my 4+ years of CX/Marketing experience, which embedded user-centricity into the way I think and feel.

My Google UX Design Qualification coupled with my 4+ years of experience has set me up for the next move in my career. I'm looking for a UX/UI role as part of a creative, authentic, open-minded team who are big on personal growth and driven by positive outcomes.



EXPERIENCE

Servian PTY Ltd (Global Data Consultancy)
April 2021 to current (2 years)

UX Design

- By applying the user-centered design framework and drawing insights from user research & testing, the redesign was applied to an internal application for the client in order to provide an enhanced user experience for the team.
- Dashboard redesign and rebranding for an external client. This was achieved by creating a new design system for the development team to apply to the dashboards.
- Discovery and Design of Google event workbook used for interactive client-facing CX workshop
- Facilitation of Rapid concept and workshopping with external clients

Marketing

- Building and driving Servian & AWS 21/22 Marketing Strategy with the internal marketing team. Managing all internal stakeholders to drive a successful AWS practice
- Presenting myself as the go-to person internally for driving and communicating Marketing activities/timelines and updates
- Creating and driving virtual/face-to-face client events to drive lead generation and brand awareness

Account Management

- Leveraging communication and presentation skills to create compelling visions for how Servian can transform business segments
- Establishing functional and successful relationships with Tech partners, clients, and AWS
- Formulating and executing strategic plans with partners to drive maximum business visibility, for a variety of clients from mobile app/website development to cloud migration
- Working as a trusted partner to clients/trusted mentor to Servian consultants, demonstrating empathy & guidance
- Working closely with AWS to position Servian within strategic opportunities.
- Facilitating the development and generation of all commercial paperwork, proposals and workshops



CONNECT



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Bondi Beach

[Linkedin](#)



SKILLS

- UI/UX design
- Wireframing
- Rapid Prototyping
- Usability testing
- User Research
- User journey mapping
- Storyboarding
- Design System
- Stakeholder management
- presentation skills
- Agile methodology
- Project management
- Time management
- Strategic planning
- Sales & account management
- Digital marketing
- Email marketing
- Brand development
- Networking



TOOLS

- Adobe creative suite
- Figma
- Miro
- WIX
- CMS platforms
- Marketing automation platforms
- Social advertising tools
- Salesforce
- JIRA/Trello/Confluence



EXPERIENCE

Randstad Australia (Recruitment Company)
September 2018 to April 2021 (2.5 years)

Marketing Executive

- Facilitated requirement gathering workshops in order to identify pain points for candidate/client customer experience. Implementing campaigns with these findings.
- Conducted qualitative & quantitative user research using a variety of methods, including managing a third party.
- Worked closely with key accounts across the business to define objectives and goals for digital transformation and marketing strategy.
- Redesigned website landing pages for a more user-friendly experience, focussing on driving candidate applications and client engagement.
- Served as the business partner between internal stakeholders in order to analyze, validate, re-position, and optimise business branding requirements.

Business Sales Assistant/EA (2.5 years)

- Support the growth and development of the business by planning, developing, and organising advertising campaigns within time and budget constraints
- Act as the point of contact among executives, employees, clients, and other external partners
- Management of director's calendar, deadlines, travel arrangements, business priorities, and key communications
- Collate, analyse, and report on financial and key metric statistics for Business Support and Volume, Assessment, and Transformation divisions

Thomas International Pty (Psychology Assessment Platform)
June 2015 to March 2016 (1 year)

Marketing Assistant

- Deliver all agreed tasks in order to drive marketing campaigns within appropriate timelines.
- Produce internal communications channels, write content, source material for articles of interest
- Support with preparation of marketing collateral, designing and collating promotional material for packs.
- Support the team to drive online traffic and web-related campaigns.
- Working with the wider, IT function (CMS) to ensure web design mirrors the local Marketing strategy.
- Plan and coordinate networking events

Temporary assignments & Travel | March 2013 to July 2014

RICE UK (International Men's Clothing Design & Supply Chain)
June 2015 to March 2016 (1 year)

Design Assistant

- Attend design exhibitions & meetings
- Design and Present digital presentations internally and externally
- Upload detailed design packs to factories and Tech team
- Assist with the design/photography/branding of the company website
- Create technical drawings for garment construction
- Maintain mood boards to accurately reflect key stage development
- Assist in the creation of line lists ahead of season launch
- Visits key accounts to gain a clear understanding of the current market and consumer needs



QUALIFICATIONS

- Coursera Google UX Design Professional Certificate
- Design Chapter Mentorship program - Folklore
- Southampton University 2008 BA Fashion Promotion & Communication | 2:1
- Amersham College 2006 BTEC National Diploma Fashion design | distinction



INTERESTS

- Travel & freedom
- Personal growth
- Sauna, Ice Baths, Breathwork
- Volleyball, yoga, gym
- Hiking & being in nature
- Fashion
- Food & wine
- Mindfulness & spirituality
- DJing



CAREER VALUES

- Mentorship
- Purpose & authenticity
- Culture & flexibility
- Career progression
- Employee value