

Vicky Chemlal

My career journey has been anything but linear, this has made me resilient, dynamic and opening minded. With 8+ valuable years of experience in customer-focused roles and bags of empathy, I've always been great at putting the customer or human first.

I have worked across a range of industries, such as Marketing, IT/Technology, and Fashion Design. In addition, working directly with clients from; Financial Services, Government, and have launched my own wellness business, Sydney's first outdoor Traditional sauna and Ice bath experience.

My time spent at a Technology consultancy allowed me to broaden my Tech knowledge and strengthen my strategic thinking and stakeholder management. This has complemented my 5+ years of CX/UX Marketing experience, which has further embedded user-centricity into the way I think and operate.

I'm currently looking for a UX role as part of a creative, authentic, open-minded team who are big on personal growth and driven by positive outcomes.



CONNECT



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Bondi

[Linkedin](#) ~ [Design Portfolio](#)



EXPERIENCE

Suelta PTY Ltd (Wellness business)
Jan 2024 to current

Business Owner + Founder

- Copywriting & Content Creation: Wrote all external brand copy, including website content, social media, ads, and customer emails. Developed persuasive, audience-specific messaging to drive engagement and conversions.
- User Research & Insights: Managed guest communication, collecting and analyzing feedback to refine messaging and improve user/customer experience.
- UX & Booking System Design: Built and managed the entire booking system, optimising the flow and writing microcopy for a seamless user journey.
- Brand & Strategy Development: Created Suelta Saunas' brand from scratch, defining voice, tone, and messaging across all digital touchpoints.
- Marketing & Social Media Management: Ran full-scale marketing campaigns, writing ad copy and managing social media to build community and grow the business.

Contemporary Hotels + Nina Maya Interiors
Freelance (Jan 23 to current)

- Service design
- Website copywriting and optimisation (UX)
- System and process optimisation
- Booking system implementation and automation

Servian PTY Ltd (Global Tech/Data Consultancy)
April 2021 to Jan 2024

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 workshoping with external clients



SKILLS

- UI/UX design
- User research
- User journey mapping
- Wireframing
- Rapid prototyping
- Usability testing
- Storyboarding
- Design system
- Service design
- Stakeholder management
- presentation skills
- Agile methodology
- Project management
- Copy writing
- Time management
- Strategic planning
- Sales & account management
- Digital marketing
- Email marketing
- Brand development
- Networking



TOOLS

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



EXPERIENCE

Servian PTY Ltd (Global Data Consultancy)
April 2021 to Jan 2024

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

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



QUALIFICATIONS

- Coursera Google UX Design Professional Certificate
- Design Chapter Mentorship program - Folklore
- Southampton University 2008 BA Fashion Promotion & Communication
- 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
- Transparency
- Open communication