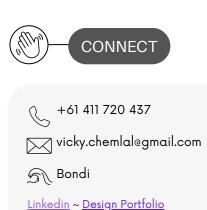
Vicky Chemlal

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.





- 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



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

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 teedback 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 workshopping with external clients

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 userfriendly experience, focussing on driving candidate applications and client engagement.
- Served as the business partner between internal stakeholders in order to analyze, validate, re-positon, 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 arrangments, 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)



- 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



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



- Mentorship
- Purpose & authenticity
- Culture & flexibility
- Career progression
- Employee value
- Transparency
- Open communication

Marketing Assistant