

YENA JEONG

📍 27 park st, Sydney, 2000

✉ yena.jeong.design@gmail.com

🌐 www.yenajeongdesign.com

➤ EXPERIENCE

Freelance Designer

Neutopia

Jul-Sep 2024

Designed a prototype for a client's B2B platform, enhancing the admin experience. Collaborated with CEO and a mentor, and delivered a final solution aimed at empowering platform users.

HSBC

Mar-Jun 2024

Developed a Research Report for HSBC on Deceased Estates, providing in-depth research and actionable recommendations.

Food Education Australia

Mar-Jun 2024

Optimized FEA's website with targeted UX research, delivering user-centered design solutions and key recommendations to boost engagement and donations.

Nex, Fast Printing

2022, 2023

Designed diverse creative assets—stickers, posters, banners, and menus—ensuring cohesive and visually appealing client branding across mediums.

Camilla

Oct 2021 - Dec 2022

Created mock-ups and tech packs for women's wear and swimwear with precise technical drawings.

UX intern for Vpply

Sep-Dec 2022

Designed hiring manager interfaces and collaborated with developer on dashboard pages. Conducted competitive audits and added features to fill website gaps, boosting business value and branding.

Talent X Datacomp2022

Aug 2022

Client - Department of Health

Proposed a direct chat and channel concept to improve helpline services using Design Thinking. Created a presentation deck and a chatbot character, "Charlie,". Produced marketing collateral to enhance audience engagement during the presentation.

Achievements

- Best Design AU (individual)
- 2nd place winner (team)

➤ Temporary Graduate (485) 13 August 2029

➤ EDUCATION

Master of Design

University of Technology Sydney

Bachelor of Clothing & Textile

Kyungpook National University

➤ TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Webflow, Wix

➤ SKILLS

- Product Strategy
- Design Thinking
- UI / Visual Design
- Journey Mapping
- Persona Development
- User Interviews
- UX Research
- Sketching Wireframing
- Visual Communication
- Data Visualization
- Rapid Prototyping
- Critical Thinking

➤ INTEREST

- Exploring art and design literature
- Fashion and Shopping
- Art galleries and Museums
- Cooking and Wine
- Yoga and Pilates
- Branding, Marketing