



CLAUDIA
CEPIN

User Experience
Design & Research



REFLECTIONS

My design story started in print many eons ago ...

Today, I find myself at home in the realms of human-centered design.

I admire well-crafted, functional digital services where interaction design doesn't make the user think.

I specialise in UX design and research, having plenty of experience with the tools of the trade.

- Organise, prepare and conduct interviews
- Synthesise research data
- Create insights and artefacts like archetypes and journey maps
- Engage with and present findings to business stakeholders
- Run workshops and Open Studios
- Create concepts, wireframes and user interfaces



It's a team effort !!!

Working effectively in scrum requires a self-organised team with an agile mindset that is able to collaborate and deliver outcomes.

MY STRENGTHS

- Open mind about the processes and methods that can be applied to achieve the best possible product, service or research
- Transparent with team members and stakeholders about the design process
- Communicate effectively in workshops, Open Studios or interviews
- Work collaboratively by being an active listener and negotiator, contributing solutions and giving constructive feedback
- Establish on-going productive working relationships



UI/UX Design Research

Bureau of Meteorology

Mar 2016 – Present (2 years)

Jun 2015 – August 2015 (3 mos)

Summary

- Conducted over 50 contextual interviews in Victoria, Queensland and Western Australia
- Various insights documents to share with business stakeholders
- Created empathy maps for each interviewed participant
- Crafted a service alignment journey map
- Created research based archetypes
- Presented at various Open Studios and regional offices
- Existing knowledge review for 2nd Research
- Facilitated context, roadmap, stakeholder mapping and co-design workshops
- Rapid prototyping for low-fi concepts
- Set-up and conducted moderated remote usability tests
- Wrote test scripts for un-moderated online activities
- Research plans
- Set-up FLARE a membership based website using Govdex
- User Interface consultancy and design
- Wireframes and prototypes



WORK HISTORY

Visual Design Consultant

National Australia Bank

January 2016 (1 month)

- Short-term contract to help the experience design team with a user-centred design for new, online loan applications

Visual Designer (Design Practice)

Telstra

October 2015 – December 2015 (3 months)

- Worked collaboratively with Experience Designers to create visual journey maps for the commercial billing customers
- Created a visual identity for Telstra - Design Thinking.
- Consult on UI to maintain the Telstra corporate digital identity for a client app

Design & Web Review (Flood Warning Services)

Bureau of Meteorology

June 2015 – August 2015 (3 months)

- Review existing interfaces, consult on interfaces for new projects, help plan the web strategy for the Flood Warning Services
- UI/UX review for the Warning Entry Tool - reviewed existing wireframes and recommended improvements, delivering two alternative wireframes for the next development phase

- UI/UX for DataManager - a web interface software that collects data from flood gauges. Created initial wireframes by decoding data tables and showcasing user scenarios

- Content audit for flood warnings on BoM website - prepared a content audit and presented an alternative wireframe/UI for a floods warning services on the BoM website.

- UI for Flood Watch - created a wireframe for Flood Watch with alternative user scenarios.

1 recommendation

Steve Duggan, *Manager - Flood Forecasting and Warning - Western Australia*

“Claudia was a very successful member of our team in her time at the Bureau of Meteorology. We found her work to be very professional and precise - often turning around high quality outputs in a very timely manner, with limited supervision and a mass of new concepts in a highly technical scientific space.”

Graphic/Web/UI Designer

Open Universities Australia

January 2013 – June 2015 (2 years 6 months)

- Responsible for the development of brand guidelines, UI design, web style guide, image style guide, EDM templates and the creation of presentations, posters and on-going promotional material. This role allowed me to work closely with PO's, BA's, UX, developers and marketing in an agile managed environment
- Open2Study free online offering - desktop and mobile UI/UX design, web, video and brand style guide, suite of badges for gamification, promotional material, EDM templates.

- OUA Website Refresh UI design - new navigation, global navigation bar, new site layout, rotating banner, modular content areas

- Other tasks - infographics, page layouts for print and web, landing pages, cover pages, presentations, brochures, EDM templates, annual report, welcome kits...

3 recommendation

Takis Diakoumis, *Development Manager at Profectus Group*

“Claudia is a pleasure to work with. Her original design flair and attention to detail ensures her work always remains edgy. Claudia is consistently able to deliver creative and well considered pieces that ably fit the requirement and take into account complexities in UX design elements as well as the overall product vision. Claudia was especially good at meeting aggressive deliverables on time whilst balancing a number of competing demands. Her skill set in the design space is impressive and her understanding of the modern web and the technology used to deliver it exceeded expectations. She is a real creative delight and a huge asset to any team wanting to present their wares using innovative, clever and original approaches. I look forward to working with her again.”

Tyneal Alexander, *Experienced Marketing Manager,*

“Claudia is a talented a professional designer. I have had the pleasure of working with her for 18 months on a number of campaigns and design jobs. She possesses a natural ability to think creatively and in the minds of her audience. Understanding marketing and consumer behaviour are key strengths and attributes which she consciously employs in design - to her favour. Claudia works well under pressure and always strives to take her design work to the next level, open and welcoming

feedback. I can highly recommend Claudia for design jobs big and small and across all channels. She really is a wonderful person to work with.”

Hani Banna, *Senior Project Manager - Web Applications, eCommerce, Mobile, Internet, Portals, CMS, Intranet, Digital*

“Claudia is a fantastic graphic designer with passion and creativity. She asks the right questions and questions the right things :) All in all a great team player and I would have no hesitation recommending Claudia for any senior design/creative director or UX designer roles. Feel free to contact me for more details if required.”

Graphic and Web Designer

Eureka Report

October 2012 – December 2012 (3 months)

- Save Our Super website design - UI, logo design, digital, banner ads, Super guides downloadable pdf's, print advertising, working with dev team
- Smallcaps project - Visual and UI design, logo design, wireframes
- Other tasks - pdf guides, digital banner ads, print advertising

Graphic and Web Designer

Open University Australia

August 2012 – September 2012 (2 months)

- Contract work as a graphic and web designer

Graphic and Web Designer

InSolar

October 2011 – February 2012 (5 months)

- Web Design and Re-Development of insolar.com.au using Drupal 7x and Ubercart

Graphic and Web Designer

Romp and Stomp

2010 – 2012 (2 years)

- Romp and Stomp website - a fun day for children Development and UI using HTML and CSS, logo design

Graphic and Web Designer

Herniman Group

August 2007 – 2012 (5 years)

- Herniman Group website design - development, UI and site structure using HTML5, CSS3 and JQuery
- Herniman Interiors website design - development, UI and site structure using HTML5, CSS3 and JQuery
- Business of Smith Street website design - UI and site structure, logo and image design using Wordpress
- Other tasks - promotional collateral for Aged Living Fair, logo and signage designs for clients, brochures and flyers

2 recommendations

Shona McMahon, *Associate at Herniman Group*
“Claudia was creative in her solutions, knowledgeable about the detail and always prompt. Claudia was also someone I enjoyed working with.”

John Herniman, *Herniman Group*

“Claudia always listens hard, contributes well and adds great value. Always reliable, on time and with great quality work. She knows her way around the industry and her connections are also of the same high caliber.”

Graphic and Web Designer

Play Australia

2004 – 2012 (8 years)

- Website design, logo design, website structure, CSS style sheet, icons, banners images, EDM template, working with dev team
- Other tasks - training flyers, annual report, invitations, newsletter for print and web, marketing material, infographics

Graphic and Web Designer

Kindergarten Parents Victoria

2008 – 2011 (3 years)

- Reporting to the Marketing Manager I was responsible for the design and layout of a quarterly 32-page magazine, monthly mail-outs, conference and training collateral, creating logos, designing and maintaining websites
- OHS in Early Childhood Services website design: UI and site structure, logo design, icon design, working with dev team

- Early Childhood Education Conference website design - development, UI and site structure, promotional collateral, conference program, sponsorship brochure, day pass and event maps
- Engage, Empower, Enact conference website design - development, UI and site structure, promotional collateral, conference program, sponsorship brochure, event map
- other tasks: brochures, letterhead and business cards, flyers, quarterly magazine, raffle collateral, monthly mail-outs, training and events brochures, marketplace, tenders...

2 recommendations

Meredith Carter, *GAICD Consultant, Board chair and keen net-worker*

“I highly recommend Claudia as a lovely calm woman whose graphic design work is just beautiful. She arrived to fill a maternity leave position at KPV when I was CEO and stayed on. Her creativity, wit and talent enhanced the look of our website and all our publications from budget submissions to how-to manuals.”

Susanne Provis, *Training consultant at Gowrie Victoria*

“Claudia is an innovative graphic designer with a flair for using stylish design to illustrate and present the subject clearly. She listens to thereof and adds her own magic.”

Graphic and Web Designer

Early Childhood Management Services (ECMS)

February 2003 – November 2007 (4 years 10 months)

- Reporting to the Marketing Manager I was responsible for the design and layout of centre logos, promotional collateral for individual centres, conference and training collateral for the organisation, annual report, photo shoots, designing and maintaining the organisation’s website.

1 recommendation

Tracey Foster, *Marketing Manager - Practice & Partner at MYOB*

“I have chosen to work with Claudia over a number of years quite simply because she delivers. Claudia is creative, fast and consistently provides a high standard of work. It is a joy to work with someone who can quickly interpret your needs and produce a result that everyone is happy with.”

Graphic Design Contract

WHK Horwarth

2007 – 2008 (1 year)

- Freelance work on flyers, brochures and promotional material

CLAUDIA CEPIN

Experience Design Research



Let's have a chat on
0409 149 600



Send an email to
claudiacep@icloud.com



Check out my portfolio at
behance.net/ClaudiaC



My career on LinkedIn
au.linkedin.com/in/claudiacep



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