Kylie Safar

UI/UX Designer

CONTACT

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kyliesafar.com

EDUCATION

2019-2019
User Experience Design
General Assembly

2009-2013
Bachelor of Design/Art Education
University of New South Wales

SKILLS

- Wireframing
- Prototyping
- Interviewing
- A/B Testing
- Web and Print Design
- 3D rendering
- Image retouching
- Video editing

TOOLS

- Photoshop
- Illustrator
- InDesign
- Adobe XD
- Premiere Pro
- After Effects
- UsabilityHub
- Lookback.io
- VWO

INTERESTS

- TV/Movies
- Video games
- Cooking (and eating!)

EXPERIENCE

July 2020 - Present
UI/UX Designer - Marketing
ClickView
I was responsible for redesigning the UK website to improve the SEO performance. This included concept, wireframes, user research using navigation tests, interviewing users, to designing high fidelity mockups and final asset creation. Performance was measured and analysed using heatmaps and viewing recordings. As a result, there was a 110% improvement in organic traffic and 84% increase in clicks compared to the previous year. The AU website was then replicated and localised to suit the Australian demographic.

April 2016 - July 2020
Graphic Designer
ClickView
I was responsible across print and digital design for campaigns within the Marketing Team. This includes creating and overlooking all website design assets, email creation and setup in Pardot, landing page mockups, graphics for social media, video editing, and organising and designing small and large format prints and packaging for sales and events. A large project I was responsible for was the rebranding of the company including website redesign and updating the styleguide.

Feb 2016 - April 2016
Graphic Designer (Contract)
Exponet
My main role was to prepare digital proofs, web banners and branding for clients.

Nov 2015 - Dec 2015
Graphic Designer (Contract)
Australian Geographic
My main role was to photograph, deep-etch and retouch products for their e-commerce website and data-merging files for POS prints.

Oct 2014 - Oct 2015
Junior Graphic Designer
EHPlabs
I created graphics for website, email and social media, set up emails in MailChimp, retouched photographs, designed 3D renders of exhibition stands and small and large prints such as flyers, banners and packaging labels. I also worked with external developers to create seamless user experiences.