Christine Pan

UIUX Product Designer

Portfolio: www.tinestudios.com.au Sydney based tinestudios@gmail.com

Baseline clearance: not yet

End to end 80% UI, 20% UX. Figma, Miro, Jira.

Design systems, AI, web and apps.

Creative UIUX product designer with UI, UX, digital design and graphic design background. Conceptual prototypes for brand, conversion optimisation, website overhauls. Experience in agency and inhouse, both enterprise and startups, ecommerce, gov, fintech and fashion.

Excellent communication skills, with the ability to engage both technical and non-technical stakeholders and team members. Comfortable working hands-on with Front-End developers, CX, product owners and within an agile delivery team. Analytical, intuitive, eye for detail.

Work history

Facebook | Enterprise | Hybrid

Project Engineer | Hiring Agency: Wipro | Social | AI

21 October 2024 - TBC | Contract

Training the Facebook AI machine learning data using Australian slang. Familiarity of working at facebook, policies and how their AI engine works. ML/MM feeding data source for AI using intuitive selection to train the AI.

Random Blowup | Agency | Remote

UX design | Client: Matrix Education | Education | Web

May - June 2023 | Project basis | Contract

UX design with focus on commercial lead generation for Y3-12 tutoring company based in Sydney. Designing for expansion also into interstate and content strategy for marketing pages and blog. Figma, Miro

Yonder | Agency | Remote

UXUI Design | Client: Goodman | Logistics | Web

1 August 2022 - 12 August 2022 | Project basis | Contract

Advertising and design agency. Updating their indesign layouts into figma for developers to create desktop and mobile designs. In collaboration with developer agency Random Blowup. Figma, Indesign

Ignition Advice | Startup | Remote

UXUI Design | Fintech | B2B Saas

August 2021 - April 2022 | Contract

Startup B Series. Creating a new look and feel for their site including branding and then a design system based on Carbon Design System. Figma, Miro. End to end UIUX design including user research, collaborating with dev and approvals.

Hardhat | Agency | Remote

UXUI Design | Client: Alibaba Cloud | Tech | Web

7 June 2021 - 5 August 2021 | Contract

Designing the page templates from a newly built homepage design. Includes light UX work (competitive research), designing the design system. Figma. Client presentations with Alibaba Sydney.

Folk | Agency | In office

UXUI Design | Client: Department of Health Tasmania | Government | Web

29 Mar Sep 2021 - 21 May 2021 | Contract

2 month contract for an agency working on an Aus gov health project, transforming their current website to accessibility standards and working with the Convivial patterns and systems. Creating a design system. Figma

Style Arcade | Startup | In office

Product UXUI Design | Fashion | B2C Saas

25 Sep 2019 - 22 April 2020 | Contract

Product design UXUI and Web Design for Fashion Buying software startup. Designed the branding and re-skin for the desktop app and the new functionality. End to end product design, from concept to prototyping.

Woolies X | Corporate | In office

Digital Design | FMCG | Web | Contract

Oct 2018 - Jul 2019

Digital Design for the startup company within Woolworths. Worked on the consumer website, banners, page build and design for blog and upload of recipes.

Westpac | Corporate | In office

Digital Design | Finance | Web, App

Nov 2017 - Aug 2018 | Contract

Digital Design for the westpac website. Banner creation for their campaigns such as collaboration with Velocity Rewards, as well as whitelabelling CMC with St. George Directshares.

R.M Williams | Corporate | In office

Digital Design | Fashion | Web

2017 | Contract

Digital Design updating their retail website, photoshopping campaign images, creating EDMs in HTML code, landing pages of their new collection, management of a large image library.

Fairfax | Corporate | In office

Digital Design | Journalism | Web, App

2017 | Contract

Digital Design for visual storytelling, conceptualising different interactive ways to showcase news stories in an engaging way using visuals, auditory, images, text, videos for desktop and mobile.

S1T2 | Agency | In office

Digital Design | Brand Activations | Web, App

2016 | Intern

Digital Design different things like assets for a games brand activation, business presentations, illustrations for articles, website designs for dental client, helping with brand activations for Vivid Sydney

Jets Swimwear | Inhouse | In office

Assistant to the Creative Director | Fashion | Web

2014 - 2015 | FTE Full Time Permanent

Graphic design, retouching, social media posts, marketing banners, updating website images, print and digital, printing large scale campaign images for lightboxes, strut cards.

Ranier Deign | Inhouse | In office

Assistant to the Creative Director | Uniform, clothing | Web

2013 - 2014 | FTE Full Time Permanent

Designing storyboards for school uniforms, pitch documents, liaising with fashion designer, matching fashion sketches with actual production sample, designing different colourway options for blazers, skirts, socks

Country Road | Retail | In office

Sales Associate | Fashion | Retail

2008 - 2010 | Casual

Womenswear, Accessories, keeping the shop floor clean, clothes folded, equal spacing on clothes hangers, upsells, loyalty signups, KPIs, customer returns, understanding the product, styling, serving mandarin speakers.

Skills

- figma
- sketch
- invision
- bootstrap
- html/css
- javascript
- UI
- UX
- product design
- responsive design
- content design
- wireframing
- design systems
- end-to-end design
- miro
- high fidelity mockups
- workshops
- competitor analysis
- branding
- using user research
- user interviews
- copywriting

Education

B Design in Fashion and Textiles (Hons.)
University of Technology, Sydney

Minor in Architecture at UNSW - Deans list 2011

2012

Interests

- illustration/art
- fashion
- walking
- swimming
- painting
- juices
- beauty
- blogging
- yoga
- picnics
- nature
- art galleries
- spirituality
- spa

Languages

Chinese Cantonese
Spoken - fluent

Chinese Mandarin
Spoken - beginner

English
Native

Side Projects

www.christinepan.com.au

shop.christinepan.com.au

Artist, fashion blogger, fashion illustrator, live illustrator, influencer, UGC creator

Shopify, Wordpress, Etsy