Cassie Chen

With **1.5+ years** as a Digital Designer across **UI/UX, motion, and brand**, I deliver **cross-platform assets** and drive measurable results: campaign videos have reached **500k views** with a **+15% conversion rate**, and projects average **90% client satisfaction.**

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EDUCATION

Master of interaction design   University of Queensland
2023 – 2025
Core Courses: Design Thinking, Interface Design, User Research and Testing, Design Programming

Bachelor of Arts in Digital Media and Film Studies   University of Queensland
2020 – 2023
Core Courses: Digital Content Strategy, Video Production and Post-Production, Visual Communication and Brand Building
Referrer： Aneesha Bakharia (Lecturer at the University of Queensland)   a.bakharia1@uq.edu.au

WORK EXPERIENCE

Digital Designer   •   Light House · Shanghai, China   *Nov 2024 – Apr 2025*
- Created interactive 3D graphics and sensor-driven animations for exhibition events using After Effects, increasing immersive experience engagement by **over 30%**.
- Designed cross-platform event materials (tickets, social media promotions, short videos, etc.) to ensure consistent brand identity across online and offline channels
- Participated in mobile app UI/UX design, created high-fidelity prototypes with Figma and assisted in testing, optimizing workflows to improve **operational efficiency by 25%**.

Multimedia design Intern   •   Songjiang TV Station · Shanghai, China   *Jan 2023 – Mar 2023*
- Designed thumbnails and WeChat post layouts; standardized templates to maintain channel consistency; increased
- average readership by **40%** and lifted **CTR by 10-15%**.
- Assisted planning and scheduling for **6+ social campaigns**; improved engagement by **12-18%** through optimized visuals. Wrote short-form copy and edited **10+** promo/interview videos; introduced export presets that reduced re-uploads.

Multimedia Designer   •   Qilong New Media · Shanghai, China   *Nov 2020 – Jan 2022*
- Responsible for visual design and motion graphics creation (including short videos, graphics, etc.) on Douyin and Xiaohongshu, with the view count of the planned and produced short videos **reaching 500,000**.
- Coordinated the visual system for **social media promotion**, unified the design language and specifications, and drove **a 15% increase** in conversion rate.
- Conducted competitive product visual analysis, serving fields such as commercial brands, government promotional videos and school enrollment promotion, and helped **3 new brands** establish user awareness and recognition.

SKILLS

- **User Research & Testing**: User Persona Development, User Journey Mapping, Usability Testing, Heuristic Review, A/B Experiments, Iterative Optimization
- **Design & Visual Tools**: Figma (High-Fidelity Prototyping, Auto Layout, Components, Design System Building), Wireframing, UI Layout Design, Adobe Photoshop / Illustrator / InDesign
- **Video & Motion:** Premiere Pro (Video Editing), After Effects (Simple Animations/Motion Graphics), Social Cuts/Reels, Storyboard & Titling
- **Front-end Collaboration:** HTML5 & CSS3 (Responsive Layouts), Basic JavaScript, Bootstrap, Accessible Specs & Handoffs (WCAG basics)
- **Back-end & Integration (Basic):** Django/REST API Wiring, MySQL (CRUD & Queries)