



EMILY ARENS

CX DESIGNER – AUSTRALIA

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WORK EXPERIENCE

Product Design Intern / Canva [Tech]

December 2024 - February 2025

- Owned the help centre article glow up project with the guidance of talented product and content designers in an AGILE team environment.
- Synthesised research to guide ideation of new features to increase SRR and CSAT of the help centre experience, crafting HMWs through insights.
- Continually drove progress and cross-disciplinary collaboration through facilitating ideation workshops and design critiques.
- Carefully validated designs through A/B testing to ensure it improved the experience of the 8 million monthly visitors of Canva's help centre.
- Prepared the rollout of three features and future concepts through clear documentation to improve CSAT by 5% across all devices and nations.

UX Design Contractor / Ark Client Solutions [Construction]

July 2024 - September 2024

- Developed a design system around the existing desktop interface based off Ant Design 5.0 to aid in development of a new construction software.
- Produced high quality mockups and collaborated on the various user flows for library/marketplace sections within the experience.

UX Design Intern / Laing O'Rourke - BuiltView [Construction]

November 2023 - March 2024

- Thrived as the sole full stack UX/UI designer with limited guidance on a thorough re-design project on mobile and desktop interfaces.
- Conducted user research, heuristic evaluations and usability testing, aligning photo management with construction processes.
- Pioneered the creation of a design system establishing a standard for design consistency and scalability.
- Crafted exceptional user experiences with a focus on consistency, simplicity and accessibility, following Apple's Human Interface Guidelines, WCAG, UX/UI/Visual patterns and micro-interactions.
- Extended contributions beyond UX/UI, developing marketing materials and help content, aligning business and UX strategy.
- Effectively communicated design decisions to developers and stakeholders supported through data analysis and synthesis.

Graphic Design Intern / WINR Data [Data]

August 2023 - October 2023

- Visually communicating corporate and sales guidelines for internal and external documents for print and digital following brand guidelines.
- Collaboration with Director Client Services to deliver designs.

Freelance Generalist Designer / Self-employed

March 2022 - July 2023

- Completed various design contracts ranging from UX research to Brand and logo design, meeting deliverables successfully within deadlines.
- Effectively communicated with clients, gathering design requirements and meeting various needs across 6 different projects from startups.

EDUCATION

University of Sydney

Expected end November 2025

Bachelor of Design (Interaction Design)

OTHER

USYD Society | SUEDE / Treasurer

November 2024 - November 2025

USYD ADP Mentor | Student Mentor

February 2025 - June 2025

SKILLS

- Critical Thinking and ideation
- UX Primary Research
- Usability Testing
- Heuristic Evaluation
- Data Synthesis
- Design System Creation
- Information Architecture
- Advanced Prototyping
- UI / UX Design
- Branding and Visual Design
- Graphic and Print Design
- App / Web Design
- Web Dev (CSS, JS, HTML, REACT)
- Animation / 3d Modelling
- UX and Business Strategy

TOOLS

- Adobe Creative Suite
- SketchUp and Rhino
- Canva Pro
- Figma
- Visual Studio
- Microsoft Office (incl Excel)
- Ant / Material UI Design Library
- Jira and Confluence
- Notion
- Monday.com
- Wix, Webflow, Framer
- ChatGPT, Gemini, Claude.ai, Canva AI

+ over 3 years experience in hospitality