

Echo Lima Romeo

Emily Ryan
0466 045 196
hello@echolimaromeo.design

resume

OBJECTIVE

A highly motivated and innovative Lead Designer with significant experience across multiple industry sectors in Melbourne (5 years) and recently London (7 years). Particular strengths in user focused data driven design and technical knowledge, seeking Lead Designer or equivalent roles. Examples of my work can be found at www.echolimaromeo.design.

KEY SKILLS, KNOWLEDGE & ATTRIBUTES

- Leadership, recruitment, process development and mentoring experience, obtained through managerial roles;
- Proven ability to develop professional solutions with quick turn arounds in a self-directed manner;
- Experience in agile methodologies;
- Highly developed interpersonal skills within a team environment;
- Forms positive relationships with internal, external stakeholders and team members;
- Proven knowledge in digital best practice including usability, functionality, information architecture, accessibility, device optimization and design systems;
- Strong communication skills, technical knowledge and excellent attention to detail;
- Dedication to research and education.

EDUCATION & QUALIFICATIONS

Monash University
Bachelor of Multimedia
Systems (Applications)
2003 – 2005
Received a Distinction average

Mentone Girls
Secondary College
1997 – 2002
Academic performance:
82.95 out of a possible 99.95

TOOLS

Adobe Creative Suite, Sketch,
Craft, Sublime, Balsamic,
OmniGraffle, Marvel, InVision,
Atlassian Suite, Optimizly,
Tower, GIT.

LANGUAGES

HTML5/XHTML, SASS/LESS,
jQuery, PHP (Wordpress),
Liquid (Jekyll).

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EMPLOYMENT HISTORY

Dark Blue

June 2016 - Dec 2017

Senior Product Designer for a digital design agency.

RESPONSIBILITIES

- Developing and leading user research studies with start-ups and established brands;
- Sketching, prototyping and designing websites, mobile applications and media campaigns;
- One-to-one client relationships and project management;
- Development of microsites with the Wordpress and Jekyll open source frameworks;
- Landing page testing and optimisation;
- Preparing pitches and presentations for clients such as Mindshare, Virgin Care, and Kew Gardens.

Secret Escapes

Sept 2013 - Mar 2016

Lead Designer for a members-only online travel company.

RESPONSIBILITIES

- Managing, recruiting, mentoring, and leading the design team and the function's processes;

REFERENCES

DARK BLUE

Iggy Hammick

Founder

iggy@wearedarkblue.com

SECRET ESCAPES

Donovan Frew

Previously CTO, currently
CTO for Strataget.

donovan.frew@gmail.com

Charles Roels

Previously Head of Product,
currently VP of Product for
OneDome.

ATD TRAVEL SERVICES

Rangi Robinson

Director of Business Systems

Ashley Jones

Head of Online

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- Sketching, prototyping, designing and testing professional digital solutions for our online products;
- Front end development, working closely with the development team;
- Leading Design Sprints with major stakeholders in the company and conducting user research studies;
- Reporting to the Chief Technology Officer.

ATD Travel Services

Oct 2011 - Sept 2013

Senior Web Designer for the UK's No 1. worldwide attractions and experiences provider.

RESPONSIBILITIES

- Worked on the redesign of our flagship e-commerce website Attraction Tickets Direct through UI and IA improvement, responsive design, PET design and conversion optimization;
- Wireframing, persona development, and user journey research;
- Design and front end development using Compass and SASS on the Drupal 6 platform;
- Mentoring junior level employees in the department;
- Project Management support to the Director of Business Systems and working closely with the development team, specifically the Head of Online Development.

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Contiki Holidays

Sept 2011 - Oct 2011

Freelance Web Designer.

Click Creative

Sept 2009 - May 2011

Senior Web Designer at an established online creative agency.

Rojay

Oct 2006 - Sept 2009

Web Designer at an all service boutique marketing company.