

SARAH JEE WATSON

Contact

0404 412 308

sarah@getwiththebrand.com.au

Qualifications

TREEHOUSE TECHDEGREE

User Experience Design (2019)

BACHELOR OF WEB DESIGN & PRODUCTION

University of Canberra (2017)
Chancellor's Commendation -
Highest academic achievement
from Faculty of Arts & Design.

DIPLOMA OF MARKETING

TAFE NSW (2012)

Employment History

Since 2015

UX CONSULTANT \ GET WITH THE BRAND

I help my clients to think beyond their internal requirements. We dig deep to define the needs of the organisation and of the end user, ensuring we can work together to design and develop a solution that will solve a problem for both. By combining user research and best practice, I design and deliver digital solutions that help people find what they're looking for, educate, engage, delight and most importantly, don't make people think.

Responsibilities:

- UX Design & Strategy
- UI Design & Development
- Project Management
- Business Development

2012 - 2015

DIGITAL MARKETING SPECIALIST CURTIN COLLEGE @ CURTIN UNIVERSITY

Project management:

- Re-branding, to align with Curtin University
- Development/implementation of new Curtin College Style Guide
- New Curtin College website (inc. Content/IA/UI/UX)
- Annual Prospectus

Responsibilities:

- Design/build responsive landing pages for lead generation
- Development of eMarketing Campaigns for recruitment of local and international students
- Organic SEO and Adwords campaigns
- In house graphic / digital design

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References

CLIENT REVIEWS:

getwiththebrand.com.au

CLIENT REVIEWS (GOOGLE):

goo.gl/PnRQjb

LINKEDIN:

linkedin.com/in/sarahjeewatson

PREVIOUS EMPLOYERS:

Available on request

2009 - 2012

ONLINE STORE & MARKETING MANAGER MARIE CLAIRE SHOES

Responsibilities:

- Conversion optimisation
- Digital (inc Social, Radio and Email) marketing
- UI, digital & graphic design
- Analytics & analysis
- Staff management

2008 - 2009

APPLE LTD (UK) \ SPECIALIST & CREATIVE

Responsibilities:

- 'One to one' customer training sessions
 - Conduct youth workshops in store
 - Deliver exceptional customer service
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“ *Jee at Get With The Brand provided a complete redesign of our company training site here at Navitas.*

She provided valuable advice about user experience, suggestions for the learning design of the modules that would be posted on the site and even created the most beautiful user guide to ensure our team could maintain the site ourselves and be self sufficient in terms of future development of the site.

Jee goes above and beyond in terms of delivery, she is passionate about making sure you get the best and she is very generous with her knowledge. Not only did we get a beautifully designed site we also came away significantly more knowledgeable than when we started. Hope we get to work together again.

- Gemma Clarke

Senior Academic Developer @ Navitas