

SARAH JEE WATSON

Contact

0404 412 308

sarah@getwiththebrand.co

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

Through user research and solid processes, I work with clients to deliver digital solutions that support business objectives and meet user needs. I'm on a personal mission to make digital products less frustrating.

Key services:

- UX Design & Strategy/Research
- UI Design (Web & Product)
- Project Management

April 2022 - Aug 2023

LEAD DESIGNER \ DOGHOUSE MEDIA

Responsibilities:

- Project/client discovery, user research, low and hi-fidelity design for government & nationwide organisations, including the Australian Federal Police (AFP) and the Victorian Government.
- Product design (including design system) for District Community Engagement Platform.

2012 - 2015

DIGITAL MARKETING SPECIALIST

CURTIN COLLEGE @ CURTIN UNIVERSITY

Project management:

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

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References

CLIENT REVIEWS:

getwiththebrand.co

CLIENT REVIEWS (GOOGLE):

goo.gl/PnRQjb

LINKEDIN:

linkedin.com/in/sarahjeewatson

PREVIOUS EMPLOYERS:

Available on request

“ 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

Responsibilities:

- Design 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

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

“ You will struggle to find somebody who cares more about the success of your business and the experience of your customers than Sarah. She will leverage her extensive knowledge of UX design to create a compelling experience for your customers that will, improve conversion, increase customer loyalty, and encourage word-of-mouth recommendation. But probably just as important is that she is a pleasure to work with and honestly cares about delivering the best solution possible. I honestly don't know what more I could say to encourage you to hire her!

- Paul Boag,
Customer Experience Consultant, Author and Speaker.