Marlene Jamett

UX/UI Designer

I'm from Chile, South America, and I moved to New Zealand 9 years ago. Since then, I've been **designing creative, functional, and impactful visuals and experiences** that help brands achieve their goals and communicate their message.

EXPERIENCE.

Lead Designer | *Bare Dec 2021 - Oct 2024*

Bare is one of the largest independent funeral directors in Australia, with over 200 employees, performing more than 7,000 funerals each year, support mainly seniors aged 65+ across the country.

- **Took ownership of the brand by designing brand guidelines** and a wide range of assets including internal materials, website resources, presentations, brochures, flyers, invitations, email signatures, newsletters, social media graphics, and merchandising. Ensured all visuals and messaging aligned with the company's goals and values.
- **Designed the website with accessibility and usability** in mind, tailored to the needs of seniors aged 65+, using responsive layouts and clear, legible visuals to enhance navigation and overall experience.
- **Improved the website's conversion rate,** achieving a 90% user return rate to the online product journey by identifying key user needs, behaviours, and pain points.
- **Designed a custom dashboard and built a design system** to ensure consistency and deliver a professional, user-friendly interface. The dashboard was tailored for senior users managing their own funeral and cremation arrangements, making it easy to upload required documents and complete the process independently and intuitively.
- **Supported and guided junior designers** in maintaining brand consistency, delivering high-quality digital assets using Figma and Adobe Creative Suite (Photoshop, InDesign, Illustrator).

CONTACT.

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REFERENCES.

Sam McConkey
Founder of Bare.
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Joanne Moir
Owner & Creative Director at Online Designs.
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09 438 6138

SKILLS.

- Figma
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- CMS (Wordpress, Wix, Webflow, Shopify)
- HTML / CSS
- Wireframes
- Prototypes
- User Research

EXPERIENCE.

Digital Designer | *TheMarket Sept 2019 - Nov 2020*

TheMarket from The Warehouse Group. It's an online shopping experience that connected over 1000 local and international stores with Kiwis, including fashion, electronics, sports items, with more than 2m+ products and 5k brands.

- **Designed daily digital assets** such as website banners, email headers, social media graphics, ad banners, logos, and newsletter visuals, including animated GIFs.
- **Designed and built daily newsletters** to promote various sales and products. I created the layout, visuals, and content, contributed to marketing decisions, and developed the EDMs using HTML/CSS, ensuring compatibility across different browsers and devices.
- **Designed and collaborated on the development of a referral program** website and email campaigns to encourage users to share the site and products through custom links. The program helped increase customer loyalty and boosted company revenue through a points-based rewards system.

Graphic Designer & Web Developer | *Online Design Oct 2016 - Sept 2019*

Online Designs is a NZ owned, full service web design & digital marketing agency based in Whangarei. It specialise in digital design, web development, digital marketing, and identity design. A Creative Digital Agency dedicated in-house team.

- **Designed custom websites for various clients,** starting with the homepage based on their brief and requirements. Once approved, I designed the rest of the site, including the sitemap and responsive layouts.
- **Built my own website designs using HTML, CSS, and JavaScript,** with a strong focus on detail, responsiveness, and clean code.
- **Implemented SEO best practices** and guidelines in each design to enhance user experience, site performance, and search visibility.

EDUCATION.

Bachelor in Graphic Design | *Diego Portales University March 2009 - Dec 2013*

I completed my studies at Diego Portales University in Chile, South America, graduating with honours and earning a Level 7 Bachelor's degree, accredited by NZQA in New Zealand.

UX Design Professional Certificate | *Google Sept 2024 - Jan 2025*

Completed an online Google-developed course covering the design process, including research, analysis, interviews, and usability studies. Gained experience in empathising with users, defining pain points, ideating solutions, creating wireframes, prototypes, and testing designs.