

# EVA BRIDIE

UX Designer



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## SKILLS

- UI Designer
- UX Researcher
- UX Writer
- Ideation
- Prototyping
- Wireframing
- Storyboarding
- Editing

## SOFTWARE

- Figma
- Adobe Xd
- Miro
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- After Effects
- InDesign

## PROFILE

*I am a UX Designer with a background in Video Content Production. I solve problems and am committed to lifelong learning and personal development. Using tried and tested UX methodologies I discover then validate a problem, define small-scale solutions that facilitates scaling up. Having broad experience allows me to be more creative, more agile and able to make effective creative solutions. I have a strong track record of quickly learning and adapting in new and complex situations.*

## EXPERIENCE

### Entain Connectathon 22 : UX DESIGNER

*Entain | July 2022*

*UX Designer on 4 day sprint to develop an app that positively disrupts the experience Indigenous people have with the justice system.*

- Built MVP and distress button mock-up that facilitated community-led intervention.
- Streamlined the user experience process with team of front-end developers by creating aligning procedures that potentially decreases incarceration rates.

### BRIGHT: UX DESIGNER

*General Assembly | December 2021 to January 2022*

*Project managed and led the UX Research Phase (both qualitative and quantitative) to create an innovative video feature for a Fintech company's Sustainable Home Product consumer app.*

- Identified high impact problems to solve through research and user empathy.
- Led research planning, execution and documentation.
- Created detailed journey map of customer actions, mindset and emotions.

### VITA: UX DESIGNER

*General Assembly | October 2021*

*Led the Define Phase on a 4 week sprint to make an MVP for Digital Wellbeing industry newcomer, Vita.*

- End-to-end product design through discovery, framing, iterative development and delivery.
- Defined Primary Archetype's needs, frustrations and pain points.
- Optimized wireframe and mid-fidelity prototype of MVP.

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## EDUCATION

### General Assembly SYD

UX Design Immersive

from Aug 2021-Feb 2022

### Central Saint Martins LON

MA Communication Design

### University of Birmingham BIRM

BA (Hons) History

## FRIENDLY GROCER: UX DESIGNER

General Assembly | September 2021

*Led the Design Phase on a 4 week sprint to make an MVP for an online grocery shopping service for a chain of national independent grocery stores.*

- Utilised user experience processes and design workshop techniques.
- Built concepts and translated to sketches, workflows and wireframes.
- Applied card sorting methodology for streamlining complex product categorisation.

## TUESDAY LINE-UP: CREATIVE PRODUCER

NITV | March 2022

*Produced multi-platform promotional digital and on-air assets for NITV's new Tuesday Line-Up. Achieved significant build of audience ratings with measurable metrics through successful creative campaign..*

- Increased audience share by 33% for Tuesday night line-up..
- Directed and produced three separate multi-platform promo projects.
- Led innovative creative executions for multiple projects.

## AWAWB: CREATIVE PRODUCER

NITV | November 2021 to January 2022

*Produced multi-platform digital assets for NITV's Always Was Always Will Be key campaign. Communicated complex messaging by delivering engaging promotional content which achieved significant benefits to ratings.*

- Achieved 60,000+ audience share in NITV and SBS simulcast.
- Organised and facilitated brainstorm workshop for creative campaign.
- Worked with multiple stakeholders to ensure adherence to sensitive cultural issues.

## FREELANCE CREATIVE PRODUCER

Foxtel, SBS, Disney, ABC, Channel 9, Babyology | May 2012 - present

*Creative Producer for various broadcasters with experience across a wide range of formats including television series, documentary, animations, hype reels and promos.*

- Delivered 12 episodes ABC's consumer affairs comedy series *The Checkout* S6.
- Achieved high audience engagement for Foxtel's *Cake Month*.
- Developed, led and executed Babyology's *BIG W* social media campaign.