Ashton Menezes

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PROFESSIONAL SUMMARY

Tech-savvy Digital Platform Coordinator with a robust background in web development, UX design, project management, and content strategy. Experienced in leading cross-functional teams to deliver high-impact digital platforms and ensure user-friendly, responsive websites. Adept at leveraging data-driven insights to optimise user experience and conversion rates. Strong communicator with problem-solving expertise focused on enhancing digital experiences and achieving business goals.

PROFESSIONAL EXPERIENCE

Online Education Services (OES)   **2023 - Present**
Digital Platform Coordinator
- Spearheaded the redesign of Queensland University of Technology's (QUT) website, boosting application conversion rates by 50%.
- Led cross-functional teams (design, IT, content) in the development, launch, and ongoing maintenance of 7 public-facing websites, ensuring alignment with business goals and user needs.
- Owned website optimisation initiatives, from ideation to implementation, driving conversion optimisation experiments (CRO) and managing A/B testing and usability studies.
- Collaborated with external agencies to implement personalisation use cases that improved user engagement and conversions.
- Utilised Figma to wireframe and prototype web features, enhancing user experience design.
- Managed analytics and performance tracking, using GA4, Tableau, and Microsoft Clarity to optimise website performance and lead generation.
- Led Quality Assurance and usability testing to ensure bug-free deployments across the partner websites. (Jira, Confluence).

MediGo   **2022 - 2023**
User Experience Lead
- Co-led a team of 13 in enhancing the UX for patients with sleep apnoea, improving user experience for both front-facing websites and user login portals.
- Conducted in-depth research (qualitative & quantitative) including user interviews, competitor analysis, and surveys to inform design decisions.
- Facilitated ideation workshops (e.g., Crazy 8's, Storyboards, Card Sorting) to generate creative solutions.
- Contributed to the development of a UI library, ensuring consistent design across digital platforms.

EbonFX   **2022 - 2023**
User Experience Designer
- Led the revamp of a financial company's website, improving usability and adoption rates through a user-centred design approach.
- Applied UX research methods to inform design, including competitor analysis, user interviews, and analytics.
- Designed the customer login portal and elements of the website front-end, resulting in successful implementation of recommendations by the client.

Online Education Services (OES)   **2021 - 2022**
Student Advisor
- Guided online postgraduate students through their academic journey, from enrolment to graduation, ensuring a smooth and successful education experience.
- Delivered expert course advice and assisted with course planning to align with student goals and academic requirements.
- Assessed and processed extension requests while offering grievance support, demonstrating empathy and effective problem-solving skills.
- Provided technical support for essential study software, troubleshooting and ensuring students were equipped to succeed in their coursework.

Latrobe Community Health Services   **2020 - 2021**
Local Area Coordinator
- Supported families in developing individualised plans for people with disabilities, ensuring that plans were culturally sensitive and adhered to diverse needs.
- Facilitated the creation and monitoring of NDIS plans, promoting choice and control for participants.
- Guided participants through the development and implementation of realistic, achievable goals.

Monash University   **2016 - 2020**
Multiple Roles
- Admissions Officer: Managed entry requirements for both domestic and international students, liaising with stakeholders in Hong Kong and Malaysia.
- Monash Administration Officer: Provided support and resolved complex issues for students, facilitating their study journey from admission to graduation.

EDUCATION & CERTIFICATIONS

Project Management for Professionals

RMIT (2024 Graduate)

UX/UI Design

Academy Xi, Transform Course (2023 Graduate)

Bachelor of Commerce (Marketing & Entrepreneurship)

Swinburne University of Technology (2011 Graduate)

KEY SKILLS

Web Development: WordPress, Webflow, HTML, CSS
UX/UI Design: Research & Synthesis, Figma, Wireframing, Prototyping
Analytics & Optimisation: GA4, Tableau, Microsoft Clarity, A/B Testing, Conversion Rate Optimisation (CRO)
Project Management: Agile, Cross-functional Team Leadership
Content Management Systems: WordPress, Salesforce
Tools & Platforms: Figma, Miro, Monday.com, Jira, Confluence, Microsoft Office Suite, Google Workspace