

ESMÉ CHONG

Digital Designer | Product Designer | Web developer

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London, UK

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SUMMARY

I am a Digital Designer with knowledge in software developing, blending a comprehensive understanding of a digital product. Over my three-year tenure at Vodafone within their Digital Marketing team, I harnessed my skills in all digital design, including socials, animation and 3D as well as leading large-scale projects. In addition, I have four years of successful freelance experience, working on a variety of branding projects and websites. Recently, I graduated from Le Wagon's intensive web development bootcamp, where I had the opportunity to pitch a website my team and I developed.

EXPERIENCE

Digital Designer

Vodafone

03/2021 - 03/2024 London, UK

- Black Friday Campaign Leadership (2022 & 2023):** Spearheaded the design for Black Friday, introducing the first animation on the homepage. Strategically implemented personalisation and A/B testing, resulting in an impressive 11.2% increase in conversion rates.
- Major Campaign Design:** Directed the design for high-impact business-wide campaigns, including the successful launch of EVO 2.0.
- 2023 Apple Device Launch Management:** Orchestrated the 2023 Apple device launch, achieving the most stable and resilient rollout to date.
- Cinema 4D Team Establishment:** Formed an internal Cinema 4D team, significantly enhancing in-house design capabilities for larger-scale projects.
- In-Housing Digital Advertising:** Transitioned YouTube Ads for Pay as You Go and Talkmobile, display ads for VOXI and PAYG, and social ads for VOXI to in-house management. This move resulted in greater control and more targeted campaigns.
- Training and User Research Leadership:** Conducted comprehensive training sessions on animation and display ad creation. Led insightful user research sessions post major events like Black Friday and the Apple launch to drive continuous improvement.

Graphic Designer

Freelancer

01/2019 - Present London, UK

- Conceptual Design Leadership:** Led conceptualization and development of brand identities, logos, and websites for diverse clients such as OxyPod and Many Chapters, delivering cohesive and impactful design solutions.
- Client-Centric Approach:** Collaborated closely with clients across varying sectors to understand their design needs and objectives, ensuring high satisfaction and repeat business.
- End-to-End Project Management:** Managed the entire design process from initial brainstorming and sketching through prototyping to final deliverables, maintaining a focus on quality and innovation in every project.
- Versatile Creative Output:** Produced visually compelling designs across various platforms and mediums, including branding guidelines, marketing materials, and social media graphics, reflecting a commitment to excellence and client success.

EDUCATION

Web Development

Le Wagon

04/2024 - 06/2024 London, UK

- 9-week full-time intensive coding bootcamp learning HTML, CSS, Sass, Bootstrap, JavaScript ES6, Stimulus, Figma, PostgreSQL, Git, GitHub, Heroku and Ruby on Rails.

Architectural and Design (BSc) 2:1

University College London (UCL)

09/2016 - 09/2019

ACHIEVEMENTS & INTERESTS

Book Your Sport

I designed, developed, and pitched a web app called "Book Your Sport" for discovering local sports pitches and facilitating player coordination.

Animation

Animation is one of my passions, and I've built an extensive portfolio filled with GIFs and videos.

Knowledge sharing

Presented in multiple webinars where I shared my knowledge with the next generation for the "Innovators Work Experience" with Vodafone

SKILLS

Figma	Ruby on rails	HTML/CSS	
Javascript	Stimulus	Photoshop	
Indesign	After Effects	Illustrator	
Git	SQL	Ruby	Heroku
Cinema 4D			