

Sharina Delluta-Sim

UX/UI Designer

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Passionate UX/UI designer creating visually compelling, accessible, and intuitive digital experiences across diverse platforms. Data-driven and user-focused, I balance user needs with business goals to deliver impactful design solutions.

Work Experience

UX/UI Designer, Turners Auto Retail

July 2025 - Present

- Transformed user research and analytics into intuitive user flows, wireframes, prototypes and high-fidelity UI, continuously iterating on designs through data-driven A/B testing experiments
- Redesigned the Vehicle Detail Page, creating a reusable template to standardise layouts across divisions, simplify maintenance, and improve discoverability of key actions such as contacting sales and placing bids to support lead conversion
- Designed and optimised the identity verification user flow to help prevent fraudulent bidder participation and promote trust in the fairness of online live auctions
- Bridged a disconnected signup process with a guided activation flow, allowing users to seamlessly progress from basic registration to unlocking online bidding (credit card verification) and live bidding access (ID verification)
- Designed social login flows to simplify the login and registration process and drive higher lead acquisition
- Maintained and evolved the design system to promote consistency, accessibility, scalability, and efficiency across all digital touchpoints
- Conducted desk research into form UX best practices and created standardised design guidelines and reusable templates for product team use.

Senior UI Designer, Stuff NZ

October 2019 - September 2024

- Collaborated, explored and defined how to bring the Stuff Group brand to life across a series of responsive user interfaces with accessibility and usability in mind
- Established, maintained and evolved the Stuff Group UI design framework and delivery process through the creation of Figma design systems, supporting a range of products including Stuff.co.nz and the Stuff app, The Post, The Press and Waikato Times subscription websites, and the Stuff account management platform
- Played a key role in the redesign of the Stuff website and app, supporting a major replatforming initiative and contributing to a successful "big bang" release
- Designed an updated article page for The Post, The Press & Waikato Times subscription websites, positioning the product to engage users more effectively, encourage content recirculation, and drive higher subscription acquisition and retention

- Updated the paywalls to simplify the subscription process and reduce drop-offs, conducting research, journey mapping to identify pain points and opportunities, wireframing solutions, and delivering the final UI and interactions. Also introduced new subscription drivers within complimentary articles in a seamless and non-disruptive way to boost and encourage sign-ups
- Collaborated with the commercial team's content director to design and build premium sponsored article pages in Shorthand for various clients, crafting interactive, visually engaging web experiences that enhance storytelling and deliver immersive digital narratives

Senior UI & Digital Designer, MediaWorks NZ

April 2011 - October 2019

- Designed websites for various MediaWorks brands such as 3 News, The Edge, The Rock, TV3, On Demand, The Bachelor NZ, and MasterChef NZ, enhancing audience engagement and site traffic, and generating additional digital advertising revenue beyond traditional TV and radio streams.
- Designed, developed, and tested eDMs for MediaWorks TV & Radio brands to be more visually engaging and drive more traffic to the sites
- Worked on various digital campaigns for Paramount Pictures, Cadbury, NZ Fashion Week, and Rugby World Cup, to name a few
- Crafted interactive desktop and mobile page takeovers and built them in HTML & CSS. Also developed and tested HTML ad templates for use of the creative team, increasing efficiency in the production and testing of digital ads
- Converted radio audio ads for clients such as Baby City, Mitre 10 Mega, and Flooring Xtra, among others, into video ads for digital platforms, resulting in an expanded revenue stream
- Created the MediaWorks Creative Hub website from research, to final UX, UI, build and test, providing a central platform where clients can view MediaWorks' extensive digital ad offerings, tech specs, and see creative examples showcasing in-house design capabilities

UI Designer & Front End Developer, Datum Connect

August 2007 - April 2011

- Designed marketing and e-commerce websites for a variety of clients and built them using HTML & CSS

UI & Graphic Designer, Joi Design

2006 - August 2007

- Designed websites, logos, stationeries, and brochures for a variety of clients

Skills

Tools & Platforms

- | | | |
|----------|-----------------|-----------------------|
| • Figma | • Photoshop | • Google Web Designer |
| • Miro | • Illustrator | • Shorthand |
| • Jira | • InDesign | • Wordpress |
| • Trello | • After Effects | • Webflow |
| | • Dreamweaver | |

UX & UI Design

- User Research
- Interviews
- Surveys
- Observation
- Competitor Analysis
- Affinity Diagrams
- Empathy Maps
- Personas
- User Journey Maps
- Card Sorting
- Tree Testing
- User Story Maps
- User Flows
- Wireframing
- Prototyping
- Usability Testing
- High-fidelity UI
- Accessibility (WCAG)
- Interaction Design
- Design Systems

AI Tools

- Figma AI
- Claude
- ChatGPT
- Google Gemini
- Microsoft Copilot
- UX Pilot (explored)

Other Design Skills

- Digital Design
- Digital Advertising
- Video
- Print

Web Development

- HTML
- CSS

Education & Certifications

- **Data-Driven Design: Quantitative Research for UX**
Interaction Design Foundation, 2025
- **AI for Designers**
Interaction Design Foundation, 2025
- **Design Systems: How to Write Documentation People will Actually Use**
Interaction Design Foundation, 2025
- **User Experience (UX) Micro-credential**
Media Design School, 2024
- **How to Design for Accessibility: for UX Designers**
Udemy, 2023
- **Diploma in Graphic Communications**
Auckland University of Technology, 2005 - 2007
- **Diploma in Website Design**
Natcoll (Yoobee), 2004

Awards and Recognition

- **Digital News Provider of the Year – Voyager Media Awards, 2024**

Contributed to Stuff's success in winning this award for excellence in digital journalism. My role focused on designing the user interface of the website and app, optimising the layout to enhance usability, visual appeal, and overall digital experience for users

- **Best Digital Entertainment – NZ Radio Awards, 2017**

Contributed to The Rock's success in winning this award for outstanding digital entertainment. Assisted the team by designing visual assets, graphics, and UI elements for the website and digital campaigns, enhancing the overall user experience and engagement

- **Best Radio Website – NZ Radio Awards, 2012**

Supported The Rock's success in winning this award for the best radio website. Contributed visual and graphic design elements, including UI work, to improve the overall aesthetic and user experience of the website