



Selena Oung

Digital Designer

Brisbane QLD
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selenaoung.com

Experience

M&J Productions [Project Under NDA] UX/UI Designer

August 2023 - March 2025

- Designed and delivered user flows, wireframes, and high-fidelity prototypes in Figma for core app features, including financial transactions and loyalty systems.
- Facilitated design critiques and iteration sessions, refining interfaces based on feedback from design, development, and product teams.
- Streamlined developer handoff by preparing detailed design documentation and using Figma Developer Mode to reduce ambiguity and rework.
- Supported localisation and accessibility processes, adapting UI for international markets and ensuring compliance with inclusive design principles.
- Contributed flexibly beyond core UX/UI, including assisting with QA testing, preparing visuals for presentations, and supporting branding initiatives.

EB Games Graphic Designer

April 2023 - August 2023

- Produced and executed multi-channel campaigns (EDMs, storefront signage, posters, digital assets) that generated \$15,000+ AUD in revenue with a 2.7% conversion rate.
- Collaborated with the head of production on pre-planned creative concepts, while also leading independent product campaigns end-to-end.
- Assisted in studio and on-location product shoots, handling photography, lighting setups, and editing to deliver promotional visuals.
- Designed digital content for social media campaigns, ensuring alignment with EB's brand voice and maximising customer engagement.
- Worked cross-functionally with marketing, retail, and vendor partners to maintain brand consistency and meet campaign deadlines.

Belnc Graphic Design Intern

December 2022 - February 2023

- Supported senior designers in brand rollout projects, ensuring consistency across digital and print formats.
- Applied UX/UI design principles to in-house projects, creating wireframes and high-fidelity prototypes.
- Assisted in the execution of branding strategies and social content from start to end via production (photo and video) to copywriting and scheduling.
- Gained exposure to design strategy workshops and real client meetings in person and online, building understanding of client collaboration and iterative design thinking.

Education

Bachelor of Design (Interaction) Queensland University of Technology with Distinction

2019-2023

QUT Executive Deans' Commendation for Academic Excellence



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Freelance Projects

ON:STAGE [Brisbane City Council] Graphic Designer

June 2025 - Present

- Collaborating with the event producer to design and plan social media content for promotional campaigns for the annual event.
- Conceptualised and developed an original mascot IP, including branding direction and character identity.
- Created 3D renders and assets in Blender for use across social media and event marketing.
- Produced graphics and promotional materials tailored to digital channels, aligning with the event's creative direction.

Lola's Coffee Bar Photographer

August 2025 - Present

- Partnering with the café owner and in-house social media producer to plan and execute campaigns for new menu and product launches.
- Led creative direction from concept building to execution, including model scouting, location planning, and photography.
- Produced photography content that aligns with brand guidelines and strengthens the café's social media presence.
- Actively involved in campaign meetings and hands-on production, ensuring brand aesthetic is consistent across digital marketing.

Skills

Branding & Identity
Mobile Design
Prototyping
Social Media Management
UI Design
User & Task Flows
Visual Design
Web Design
Wireframing

Design Tools

Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe Premiere
Figma
Procreate
Blender

Front-End Development

HTML / CSS

Website Builders

Webflow

References

Leo Costa Leite
Lead UI Designer
M&J Productions
0404 081 198

Christopher Taylor
Senior UX Designer
M&J Productions
0410 414 636

Peter Chan
Graphic Designer - Supervisor
EB Games
0426 872 847