

XINYU CHOOT

Melbourne VIC, Australia | 0468315932 | xinyu.choot@gmail.com | [LinkedIn](#) | www.xinyuchoot.com

Objective

Passionate about the design industry and artistic community. Coming from 3 years of experience, there's no task too big or small. Always looking to learn, diversify my skillset, and connect with like-minded peers.

Design Experience

UI/UX DESIGNER | JUN 25 – PRESENT | DEPARTMENT OF THE FUTURE, ARMADALE

- Delivered responsive, mobile-first UI templates for a SaaS loyalty platform featuring VIP memberships, exclusive offers, and brand-driven experiences.
- Create diverse visual templates and moodboards (retro, minimalist luxury and more) with accessibility in mind, regularly presenting work and proactively applying feedback. Integrated AI tools like Lovable into the design workflow to improve efficiency and support seamless project hand-off.
- Coordinate with international design and dev team to manage meeting briefs and schedules.

FREELANCE DIGITAL DESIGNER | MAY 23 – PRESENT | REMOTE

- Collaborate closely with clients to develop visual identities aligned with brand voice and values. Develop comprehensive branding documentation covering logo, typography, colour, layout, graphic elements, applications across digital and real-world touchpoints.
- Execute print materials for social events (posters, event tickets and merch). Adept at digital channels such as Instagram, Facebook and LinkedIn (posts, stories, event promotions and educational content), producing a social platform that is driven by promotion and marketing.

DESIGN AND COMMUNICATIONS ASSISTANT | FEB 23 – NOV 23 | ORMOND COLLEGE, PARKVILLE

- Design promotional materials for student learning programs, including posters, illustrations, digital assets, and email campaigns, ensuring alignment with college branding and integrity.
- Communicate with academic faculty to gather content and improve educational engagement with an audience of 500+ students and staff.

MASTER DATA COORDINATOR | MAY 22 – FEB 23 | HAFELE AUSTRALIA, DANDENONG

- Maintain user-friendly product layouts and optimized visuals to enhance the user experience, upholding brand consistent design standards of Hafele Australia.
- Cooperate with marketing team to ensure product images and descriptions adhere to brand guidelines for the website and eCommerce platforms, including Shopify.

Education

BACHELOR OF DESIGN | MAR 21 – SEP 24 | UNIVERSITY OF MELBOURNE, PARKVILLE

User Experience Design, Graphic Design

Skills & Abilities

- + Technical: Adobe Creative Suite, Figma, User testing, Usability principles, Website graphics, Front-end coding, Marketing and communications, Content creation, Lovable
- + Soft Skills: Flexible and adaptable, Fast learner, Versatility, Able to work in a team and independently, Creative problem solver, Systems thinker

References

Adam Ma • Freelance client • Voqo AI, Founder • adam@voqo.ai

Michael Patterson • Ormond College, Dean of Learning • mdpatterson314@gmail.com