RACHEL VO

Product Designer

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Work Experience

UX/UI Designer @ EngineRoom (Contract)
(September 2025)
• Created onboarding flows and AI-assisted workflows to reduce manual updates and improve efficiency.
• Delivered wireframes, prototypes, and design documentation to support product development and stakeholder alignment.

Digital Designer @ Blis Media
(September 2023 - September 2025)
• Collaborated with sales, marketing, insights, and leadership to develop campaign briefs worth up to $100K.
• Led design for 300+ omnichannel campaigns across ANZ, using animation and interactive formats to drive engagement.
• Iterated designs using performance data (e.g. CTR) and supported sales pitches to win client budgets.

UX/UI Consultant @ Next Technologies (Contract)
(April 2023 - June 2023)
• Enhanced product usability through UX improvements and stakeholder-aligned high-fidelity prototypes.
• Supported a smoother design-to-dev workflow in collaboration with the senior UI designer.

Product Designer @ Enzo4d (Contract)
(Sep, 2022 - Feb, 2023)
• Designed a high-fidelity prototype and investor-facing product video, aiding in funding negotiations.
• Created training content for dental professionals and collaborated with developers for seamless handoff.

Product Designer (Founder) @ Herro Studio
(Sep, 2022 - Present)
• Delivered end-to-end UX/UI solutions, including product UIs, websites, and brand refreshes.
• Led research, prototyping, and high-fidelity design in Figma.

Education

University of Sydney

Bachelor of Design Computing,
Bachelor of Advanced Studies

Skills

Animation
Interaction Design
UX / UI Design
Video Editing

Tools

Adobe Creative Suite
Celtra
Figma
Jira
Webflow

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