

ELLOUISE HOUBERT

UX Designer & Researcher



Email ellouise@e-h.com.au



Phone 0402431151



LinkedIn [in/ellouisehoubert/](https://in.linkedin.com/in/ellouisehoubert/)

PROFESSIONAL SKILLS

- Managing UX and UI designers through complex projects that span from simple redesigns to whole cross-channel experiences.
- Leading projects from beginning to end, starting with research and data analysis and ending with polished, high-fidelity designs and prototypes.
- Taking a proactive approach to CRO, continually identifying new opportunities for growth and optimisation.
- Synthesizing and presenting complex UX research findings & analytics to clients and stakeholders.
- Working closely with developers and tech leads to generate feasible solutions.
- Continually measuring success of design implementation and ensuring solutions meet standards that go beyond minimum KPIs.
- Meeting tight deadlines and managing priorities as they arise.
- Mentoring and guiding designers to complete work to a high standard that challenges and expands their skillset.

TECHNICAL SKILLS

- UX research, user testing design and participant recruitment
- A/B test hypothesis generation, results analysis and test iteration
- Proficient with Adobe Experience Cloud, including Adobe Analytics and Target
- Wireframing, UI design and interactive prototyping
- HTML & CSS languages
- Proficient with many other tools: Figma, Sketch, Google Analytics, Insightech, Clarity, etc...

SUMMARY

As a UX research and design lead with 7 years of full-time experience, I bring a combination of agility and precision to every project beginning with obtaining a deep understanding of the end-user and finishing with polished and pleasurable digital experiences.

Having worked with a variety of businesses and brands, from agencies to start-ups, I have honed my skills in fast-paced, lean environments where every detail counts. I take a user-first approach to every project whilst also ensuring digital experiences continuously deliver on the growth desired by my clients.

I have exceptional communication skills, which are demonstrated through my research and audit presentations, my creative and design work, my collaboration with development teams, and through the high-quality working prototypes I deliver to key stakeholders.

I always find creative solutions that cater to the budget and scope of the project at hand, while managing quick-changing deadlines with ease.

My work is thoughtful, well-researched, efficient, and always puts the user first.

EXPERIENCE

LEAD UX DESIGNER & RESEARCHER

Cheil Australia / Sydney / April 2023 - Present

At Cheil Australia, I currently lead the UX team across a variety of projects including UX audits, CRO programs, creative digital experiences and user research. These projects all start with a thorough data analysis and research phase, ensuring the UX team has a solid understanding of the end user, their current experience and the problems needing to be addressed outside of client-held KPIs.

Working at Cheil for clients including Samsung, Innisfree, Kitchenaid and AMTA have delivered significant improvements in their conversion rates, revenue and orders and has also delivered extensive user profiling that these businesses have then carried through to their marketing initiatives

My proactive approach to delivering exceptional user experiences with the agency has resulted in hard-earned accolades, including an employee of the month award in September 2023 and a Champion Award in November of 2024 and I've delighted in seeing my small team grow in their own skills and prowess in design, presentation and research.

UX DESIGNER / HEAD OF CREATIVE

Parkhound/Spacer Technologies / Sydney / 2021 - 2023

My time at Spacer Technologies as UX designer and head of creative responsible for researching, testing, and designing improvements, tests and new functionality for each of the company's four websites. These websites allow users to list and rent unused storage and parking spaces, providing a unique opportunity to optimise these websites for two opposite end-users.

EDUCATION

BACHELOR OF ARTS (VISUAL COMMUNICATION)

Raffles College of Design and Commerce, Sydney.
Graduated with an award for excellence in Multimedia Design

2011

ADVANCED DIPLOMA OF GRAPHIC DESIGN

Design Centre Enmore TAFE

2015

CONVERSION OPTIMISATION DIGITAL PSYCHOLOGY AND PERSUASION

CXL Institute

2021

REFERENCES

REFERENCES AVAILABLE ON REQUEST.

MY PORTFOLIO CAN BE
ACCESSED ONLINE AT
E-H.COM.AU

My work was focused on enhancing the host listing flow for easy creation of parking listings, optimising the booking flow for a seamless checkout experience, improving the search results pages and storage listing results, and designing effective landing pages and lead-generation forms for marketing purposes.

The team at Spacer Technologies was small and agile, with my tasks being susceptible to change depending on resources and deadlines.

UX DESIGNER / HEAD OF DIGITAL STRATEGY

NueBar Australia / Sydney / 2019 - 2021

NueBar is an e-commerce startup. As head of digital strategy and UX I was responsible for all UX design and the conversion optimisation of the nuebar.com website. This included continual testing and improvements to the user experience.

I oversaw the ideation and implementation of numerous email and social media campaigns, and optimised the website experience for the audiences gained from these channels. Working with NueBar has allowed me to marry online marketing with website optimisation to create a holistic user experience on both ends of the customer journey.

GRAPHIC DESIGNER

Tonic the Agency / Sydney / 2016 - 2019

I was involved in a wide variety of projects including experiential design, web design, email marketing, graphic design and motion graphics for clients including but not limited to LG, Lenovo, Microsoft and VanEck.

My time at Tonic was fast-paced in which I was involved with large-scale collaborative projects with the development team, liaising with clients, concepting campaigns and experiential events, and designing a variety of apps and websites.

These included e-learning platforms for VanEck, solar calculators for LG, B2B portals for freedom foods and admin apps & websites for Douglass Hanly Moir Pathology.

FREELANCE WEB AND UX DESIGN

Western Sydney University / 2021

I designed and developed musicfordementia.com.au - a platform that streamlines the development of music-based strategies for individuals living with dementia.

Through a personalised questionnaire, the platform generates customised music playlists based on the user's preferences and the expertise of the MARCS Institute at Western Sydney University. This project was instrumental in establishing a partnership between the MARCS team and HammondCare.

I also improved the UX design of Moody Tunes, a mental health app that tracks the user's mood and generates customised music recommendations for emotional well-being. My re-design efforts helped the MARCS team secure a significant grant from the NSW Ministry of Health for further development.

Outbax / 2019 - 2023

My work with Outbax included email marketing design & A/B testing, landing page design and UX audits and optimisations on outbax.com.au. My work with Outbax.com.au has seen a 5.4% decrease in exit rates, a 6.5% decrease in sitewide bounce rates, and a 21.6% increase in conversion rate.