




AM|W


ANNE-MARIE WYNNE

UX, WEB DESIGN AND DIGITAL MEDIA

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 Auckland

 www.annemarie.me

SKILLS

- UX and UI Design
- Web Design and Development
- Usability Protocols
- Prototyping
- Persona Creation
- Use Cases
- Information Architecture
- Lean Agile
- Scrum / Sprint
- Digital Design
- Use Cases
- HTML5 / CSS3
- Bootstrap
- Sublime Text Editor
- C Panel and Web Hosting
- Adobe Photoshop and Illustrator
- Microsoft Office Suite
- Shopify
- WordPress
- SEO
- Google Analytics
- Google Tag Manager
- Google Ad Words
- Social Media Management & Advertising
- Facebook Business Manager

PROFESSIONAL PROFILE

After graduating with a diploma in UX and Web Design in 2017, I currently work in Web design and digital marketing. I am a passionate designer in many different fields from Fashion Design to Digital Design.

In my current employment I have enjoyed the challenge of implementing my ideas and designs through many different avenues – from graphic design to UX and the design and development of the company websites. While I have enjoyed and appreciated my current employment, I am desiring to work where I can further my learning with UX and also have the possibility of more flexibility with my schedule. To be able to work from home or remotely, whether by contract, part time work or freelance. This will enable me to have time to continue learning and developing my current skills in a more concentrated direction.

EXPERIENCE

UX AND WEB DESIGNER/DEVELOPER, DIGITAL MARKETING CO-ORDINATOR

Great Lake Motor Distributors | Auckland | February 2018 - Present

I have had the undertaking of bringing all of the company websites in house – both National and regional. I have redesigned and rebuilt these websites as well as independent websites for the company as required. The National sites I am currently still working on.

After 3 months of employment I was promoted to Online Digital Marketing inclusive of the National Social Media and working with Key Stakeholders with implementing and managing all Trade Me Display Ads and Google platforms as per my skills.

- There was a total absence of systems for running the digital marketing in house. I have implemented and refined systems and introduced stakeholders to assist me with ongoing maintenance.
- Using my insight to introduce ideas for marketing and recognising what is successful and where improvements can be made. Inclusive but not exclusively - advertisements, Fielddays, Competitions, Email Marketing and working with Social Influencers.
- Managing a digital marketing budget of \$120,000.00 per month. I have always managed this well and seen improvements since I have taken it over in house.
- Google results show an improvement of growth – 30%, in website engagement since I have been managing it all and of the same time last year.
- Customer engagement has improved in several different areas including Instagram, Facebook and a growth in enquiries.
- Google Analytics, Google Tag Manager, Google My Business, SEO, Keywords and working with Google AdWords.
- Planning of Trade Me display ads alongside the Trade Me Account Manager
- Designed wraps for vehicles.

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EXPOSURE TO

- Javascript / JQuery
- Node JS
- PHP
- Git Hub

PERSONAL SKILLS

- Research & Analytical Skills
- Ability to engages with clients and key stakeholders and build a positive rapport
- Excellent Communication Skills
- Willingness to learn constantly
- Business & People centered
- Enjoy working autonomously
- Enjoy a challenge and new ideas
- Proactive
- Aware of own limitations and when to seek assistance
- Able to adapt to new surroundings, people and procedures easily
- Professional and discreet
- Able to maintain attention to detail and high standards while still meeting deadlines
- A team player and recognise the importance of all working cohesively to achieve one goal

INTERESTS

- Designing and creativity using a range of different media
- Graphic Design
- Learning online
- Photoshop & Photography
- Journaling
- Paddle boarding
- Knitting my own designs
- Gardening
- Interior work at home
- Bike riding
- Movies and eating with my partner
- Family, friends and my cat

EXPERIENCE continued

SOLE TRADER OF OWN E-COMMERCE BUSINESS

Return To Eden Children's Boutique | Online | 2010 - 2016

Designer, creator and owner of a Children's high-end clothing brand.

- Management and maintenance of a high-end eCommerce website designed by Zeald. Included was photographing and loading stock items, copy, layout of pages, items and images.
- Designing and executing Mailchimp email campaigns
- Setting up a Shopify site – the overall design, graphics, product loading, copy
- All customer contact and processing of orders
- Designing of clothing through to completion of making the garments along with a part time employee
- Starting up and marketing the business from a small concept that saw growth over 6 years.
- Collaboration with others in the Wedding Industry such as photographers, event planners and stylists.

SHOPIFY WEB DESIGNER – CONTRACT WORK

eChic Website Designers | Remotely from home | 2014 – 2016

Designer of Shopify websites for International Clients. The company was based in Australia, yet I worked remotely from home in New Zealand.

- Web design work for eChic using the Shopify Platform
- Client management through the complete design process via Skype, Messenger, Phone and Email.
- Through this work I pursued my goal to study UX and web design as I realized how passionate I was with the customer journey and seeing their dream site come to life in a functional yet aesthetically pleasing way.

EDUCATION

Yoobee School of Design – 2017 – Diploma of UX and Web Design

Tauranga Victim Support – 2016 – Victim Support Training

Whitecliffe School of Art and Design – Feb 2011 – Pattern Drafting for Fashion

Private Sewing Lessons – 2010 – One on one garment construction lessons

Photography Institute of New Zealand – 2008 – Online Photography Course

The University of Auckland – 2000 – 2002 – Bnurs Bachelor of Nursing