

{ UX DESIGNER }

Hello, I'm Ethan Johnson

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{ EDUCATION }

2024 - 2024

UX & UI Design

RMIT

Achieved high distinctions

2021 - 2022

Diploma of Graphic Design

RMIT, Brunswick Campus

Achieved high distinctions

2017 - 2020

Bachelor of Industrial Design

Monash University, Caulfield Campus

Achieved high distinctions

2017 - 2020

Bachelor of Business

Major: Marketing

Monash University, Caulfield Campus

Achieved high distinctions

2011 - 2016

St Michaels Grammar School

Chapel Street, St Kilda

{ AWARDS }

2020

Monash Business School Student Excellence Award

Monash University

Awarded Dux in recognition of exceptional academic excellence in MKF2531 Not-for-Profit marketing

{ PROFILE }

I'm a UX Designer with nearly 10 years of design experience, blending strong visual design with marketing strategy. I turn real user research, not assumptions, into refined digital solutions to genuine human problems. I'm fascinated by the psychology underneath good UX, and equally by how a better experience translates into better-performing businesses. I don't see those as competing concerns. I audit where systems break, research with real users to understand why, then design and validate against evidence at every step. A design is only successful when it's desirable, feasible, inclusive, and commercially viable. All four must converge to make a solution great.

{ SKILLS }

- Human-centred design (HCD)
- User research & usability testing
- User interviews & synthesis
- Information architecture & user flows
- Evidence-based design & validation
- User personas & journey mapping
- Figma
- Wireframing & prototyping
- Framer
- Maze
- Adobe Creative Suite
- WCAG accessibility standards

{ EXPERIENCE }

2025 | *Nexus Digital Studio / Part-time*
2026 | **UX/UI Designer**

- Drive end-to-end HCD processes from user research to high-fidelity prototyping, ensuring solutions are grounded in user needs and insights.
- Gather and synthesise stakeholder requirements, translating business goals into user-centred design solutions.
- Develop design systems and interactive prototypes in Figma to facilitate iterative usability testing and validation with stakeholders.
- Design and prototype responsive websites in Figma, producing development-ready assets and specifications for engineering handoff.

2021 | *3MBS Melbourne / Part-time*
2025 | **Creative Director & Graphic Designer**

- Design lead for all 3MBS marketing campaigns, overseeing the end-to-end creative process to improve business visibility and listener engagement.
- Applied design thinking and audience research to align campaign strategy with organisational goals and user needs.
- Produced print and digital assets to brand and accessibility standards across all campaign touchpoints.
- Directed creative strategy across campaigns, using audience insights to reach and engage a diverse community of 189,000 people.

{ TECH STACK }

Design & Prototyping

- Figma
- Framer
- InDesign

Research & Testing

- Maze

Strategy & Collaboration

- Miro
- Notion
- Jira
- FigJam

AI-Assisted Workflow

- Claude
- Relume

{ SOFT SKILLS }

- Verbal & written communication
- Storytelling
- Problem solving
- Attention to detail
- Stakeholder communication
- Receiving and acting on feedback
- Cross-functional collaboration
- Comfort with ambiguity

{ REFERENCES }

- Upon request

{ EXPERIENCE CONTINUED }

2021 | 3MBS Melbourne / Part-time
2022 | Interim Marketing Coordinator

- Coordinated marketing activity across all channels, grounding creative output in audience insight and organisational goals.
- Managed EDM campaigns in Mailchimp, using subscriber data to deliver targeted, measurable communications.
- Provided creative direction across digital channels, ensuring consistent messaging and brand cohesion at every touchpoint.
- Delivered weekly communications to volunteers and subscribers, managing diverse stakeholder needs through clear, two-way engagement.

{ UX CASE STUDIES }

01 | TopYacht
Legacy sailing race registration platform redesign

- Cut core task completion time from 14:58 to 1.9 minutes, an 87% reduction, with a 100% task success rate in Maze usability testing.

www.ethanjohnsondesign.com/ux-ui-design-projects/topyacht

02 | WalleyBank
Digital banking experience

- Lifted customer satisfaction from 73.3% to 96.7% across iterative testing rounds, validating a financial UI built on a scalable Figma design system.

www.ethanjohnsondesign.com/ux-ui-design-projects/walleybank

03 | Quell Team
Political consultancy website & brand

- Delivered a conversion-focused site and brand refresh as part of a studio team, validated with a 100% task success rate in Maze testing.

www.ethanjohnsondesign.com/ux-ui-design-projects/quellteam