

Jenny Vuu

PRODUCT DESIGNER

I am an adaptive generalist committed to translating complex problems into simple and powerful solutions for users through human-centered design.

EXPERIENCE

Mantel Group — Product Design Consultant

JUNE 2021 – PRESENT

- Led the MVP design of a leading Australian retailer's shopping mobile app from concept to production, resulting in double the conversion rate to the mobile web.
- Owned the end-to-end UX/UI process and shipping of new features and functionalities for an internal compliance and risk web app at ANZ, one of Australia's big 4 banks, leading to a 5-fold increase in the user base.

Black Dog Institute — UX Designer

OCTOBER 2020 – JUNE 2021

- Designed the user experience of digital mental health products with a focus on co-design at Australia's leading mental health research institute.
- Designed and presented a prototype of a research study app to secure \$30,000 in project funding from key stakeholders.

Ogilvy PR — Research and Insights Executive

OCTOBER 2019 – MARCH 2020

- Analysed quantitative and qualitative data to find insights into market, consumer, industry areas, and social media for Australia's award-winning public relations and communications agency.

LEADERSHIP ACTIVITIES

UX Rescue — Events Organiser

FEBRUARY 2021 – MARCH 2021

- Planned and facilitated the first virtual networking event to connect 30 UX/UI practitioners from across the globe with each other.

ASEAN Australia Strategic Youth Partnership — CMO

JUNE 2019 – DECEMBER 2020

- Designed and coordinated regional promotional campaigns across multiple channels in Australia and 10 countries in Southeast Asia. Oversaw a marketing strategy that had a total reach of over 30,000 people per month.

<https://jenvuu.com/>
PW: jendesign
[linkedin.com/in/jenny-vuu/](https://www.linkedin.com/in/jenny-vuu/)
jennyvuu23@gmail.com

Eligible to work under the Youth Mobility Scheme visa from 3 June.

EDUCATION

University of Sydney, B.A. in International and Global Studies (2016–2019).

Kyoto University [semester exchange], Faculty of Human Integrated Studies (2018).

Academy Xi [part-time course], UX Design Elevate (2020).

HIGHLIGHTS

Awarded the E12 Sydney University scholarship (2016).

Awarded the New Colombo Mobility Grant (2018).

SKILLS

Research: User research • Usability testing • Workshop facilitation • User journey • Competitor analysis

Design: UI design • Rapid prototyping • Wireframing • Interactive design • Informational architecture • Design system • Data visualisation

TOOLS

Figma
Framer