

CHENGCHEN CAO

Visa Status: Permanent Resident



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Brisbane, QLD

About Me

I am a humble, honest person with strong team spirit and communication skills. I adapt well to new situations and excel at problem-solving.

I hope to use the skills I have acquired to contribute to my career.

Skills

Design

UI/UX Design
Visual Design
Web Design
Front-End Development
Rapid prototyping
Video/Photo Editing
Interactive Prototype
HCI Research

Software

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
Miro
Unity
Jira

Programming Languages

HTML
CSS
Python
JavaScript
Bootstrap

Experience

Appstar Pty Ltd - Casual UI/UX Designer *Brisbane, Australia*

Feb 2023 - Present

- Designed high-quality wireframes for mobile app interfaces, incorporating user feedback and stakeholder input.
- Developed high-fidelity prototype to visualize the look and feel of app interfaces, aligning designs with brand guidelines and aesthetic preferences.
- Designed graphical elements for mobile app user interfaces, ensuring a visually appealing and cohesive design that aligns with brand guidelines.
- Redesigned and created high-fidelity prototype for existing application.

MiNiSV Group - Brand and Graphic Designer *Nanjing, China*

Oct 2018 - Sep 2021

- Corporate Visual identity design for the group's subsidiaries, ensuring brand consistency across various media and platforms.
- Designed standardising documents for diverse subsidiaries, encompassing forms, templates, and other essential materials. Specialized in crafting personalized business cards, brochures, etc.
- Specialized in crafting standout and unique packaging designs for subsidiary products.
- Participated in various marketing activities, customized marketing campaigns, and designed related promotional materials, including web banners, website assets, print materials, and PPT, etc.

Yiqi Advertising Media Co. - PPT & Graphic Designer *Nanjing, China*

Oct 2017 - Oct 2018

- Spearheaded the design of PowerPoint presentations for conference and exhibitions, ensuring a visually engaging and cohesive message delivery.
- Designed brochures and promotional materials for high-profile exhibitions and conferences.
- Collaborated with external partners to design visual identity systems, including logos, brochures and website assets, etc.

Jiangsu Education Channel - Graphic Designer Intern *Nanjing, China*

Dec 2016 - Mar 2017

- Collaborated with the department responsible for designing educational magazines for children, and designing the layout of educational magazines.
- Created captivating and informative illustrations based on the content of the magazines.

Education

Bachelor Of Graphic Design
Jiangnan University (China)

Sep 2013 - Jul 2017

Master Of Interaction Design
The University of Queensland

Feb 2022 - Nov 2023

HIGHLIGHT PROJECTS

Graphic Designer & Event Coordinator in the Nordic Innovation Week exhibition

Apr 2019 - Jun 2019

- Tled communication with participating companies and designed promotional materials for the Nordic Innovation Week exhibition in Nanjing.
- Coordinated booth designs and layouts to optimize the attendee experience and attract target audiences.
- Managed project timelines, logistics, and on-site support to ensure successful event execution.

UI Designer & Front-end developer in Explore The Blue

Feb 2022 - Jun 2022

The Ocean Aquarium web project aimed to create an immersive online platform for visitors to the aquarium, providing a seamless experience for reservation booking and souvenir purchasing. The website serves as a virtual gateway to the Ocean Aquarium, allowing user to plan their visit, and learn more about marine life.

The technology I used: Figma, HTML, CSS, Javascript

My Duties:

- Explored the problem identification and set the conceptual design
- Applied the illustration and component libraries
- Designed the wireframes, high-fidelity prototype
- Write project front-end code

UI Designer & Front-end developer in Brisbane Odyssey

Aug 2022 - Nov 2022

This is a mobile application that encourages users to explore Brisbane's public art collection through a self-guided tour. The aim of the project is to get the target users to enjoy using the mobile app to actually explore the public art displays around Brisbane while taking photos and scanning them to learn interesting things about them.

The technology I used: Figma, HTML, CSS, Javascript

My Duties:

- Collaborated with four design students from The University of Queensland
- Explored the problem identification and set the conceptual design
- Created the user flow and the user journey of the application
- Designed the sketches, wireframes, low-fidelity prototype, and high-fidelity prototype
- Write project front-end code and communicate with back-end leads
- Designed the product promotional materials

Digital Designer in Shadow 'Play' - Physical installations

Feb 2023 - Jun 2023

Shadow 'Play' is an interactive installation that aims to convey the concept of traditional Chinese shadow puppet culture by enhancing the interaction of shadow characters. Users will interact with the scenes by manipulating the shadow in their hands, activating the visual and sound feedback in the scenes to get an immersive experience.

My role in this project is UI design (interaction scenarios, character animation), construction of physical installations, and participation in user testing and evaluation during design iterations.

The technology I used: Arduino, Adobe Photoshop, Adobe Illustrator

My Duties:

- Collaborated with three UX background students from The University of Queensland
- Designed the product promotional materials
- Created the design requirement, design sketches, and visual elements.
- Participated in user testing and evaluation, contributing to design iterations for improved user experience.
- Set up the Physical installation part of the project

Team Leader and UI/UX Designer in - Echoes of the Ocean

Aug 2023 - Nov 2023

This project leverages IoT and Big Data to reveal humanity's impact on marine life, aiming to evoke emotional responses. Underwater sensors collect data on variables like temperature, pH, and pollutants while tracking marine fauna behavior. However, translating this data into emotionally impactful presentations, either through installations, poses a challenge. The oceans' vastness and elusive marine species complicate data collection, and the real hurdle is fostering a sense of wonder and concern for the ocean's fragility.

The technology I used: Arduino, Adobe Photoshop, Adobe Illustrator

My Duties:

- Collaborated with four IT background students from The University of Queensland
- Designed the promotional materials
- Organised the team meetups, team timeline and delivery schedule
- Created the design requirement and design sketches to guide project development
- Analysed users' evaluation and addressed interaction issues through UX research methods
- Communicated with stakeholders and improvement the project concept