



TAN VO

UX DESIGNER

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EXPERIENCE

Digital Project Manager

Taos Creative, Sep 2011 - Nov 2014

Taos Creative is a digital agency priding itself on building usable products in the ecommerce and marketing space. As Digital Project Manager, I provided account management to high profile clients, produced UX deliverables include user flows, lo-fi wireframes and interactive prototypes and drove web and mobile projects from scope to completion.

Achievements:

Sensis Preference Manager

Produced wireframes, high fidelity prototypes and technical documentation for an online customer portal. Collaborated with multiple stakeholders (marketing, data and design) to produce final project deliverables. The portal empowered users providing more control over the messages they receive from Sensis. Customer churn rate decreased as a result.

Choice Hotels Competitions

Produced user flows, wireframes and low fidelity prototype to assist dev team build microsite for Choice Hotels. Managed multiple stakeholders to ensure business requirements were achieved. The microsite hosted online competitions exclusive to Choice Hotels' customers. The campaign generated 1000+ Choice Hotels members and 5000+ new Facebook subscribers.

JCurve Point of Sale System

Conducted a heuristic analysis of the point of sale system (POS) to generate suggestions how to improve app usability. Customers needed an integrated solution to handle instore sales. Processing transactions through the accounting system was time consuming. The analysis highlighted usability issues affecting customer and product search workflows.

Email, SEO, SEM and Social Media Consultant

Taos Creative, Feb 2009 - Sep 2011

Daily duties as a consultant include weekly campaign analysis of email, SEO/SEM and social media campaigns and implementing email marketing campaigns.

Achievements:

Sensis Bright Yellow Campaign Analysis

Produced a campaign analysis report for Sensis to determine content strategy for weekly newsletter campaign. The report assessed the topics featured in previous sends and the level of engagement generated from click through metrics. When the campaign was reintroduced, click through rates was 7% higher than previous sends.

EDUCATION

UX Design
General Assembly
Sep 2014 - Nov 2014

B. Design Computing
University of Sydney
Feb 2006 - Nov 2008

UX SKILLS

Prototyping Wireframes
Sketching User flows
User research Data analysis
Interaction design Documentation
Information architecture

TECH SKILLS

HTML Axure
CSS Photoshop
Javascript Illustrator
JQuery