

## Contact

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(Portfolio)

## Top Skills

User Experience Design

User Research

Wireframes

## Languages

English (Native or Bilingual)

Spanish (Elementary)

## Honors-Awards

Dean's List for Academic Excellence  
2014

Creative3 Bursary Winner 2014

Creative3 Pitch Semi-Finalist for my  
proposed startup, Dive Passport  
2014

QUT International Travel Bursary  
Semester 1 2014

Dean's List for Academic Excellence  
2013

# Courtney Novits

Senior Product Designer at The Walt Disney Company  
Greater Los Angeles Area

## Summary

I'm a highly curious and enthusiastic Product Designer with a passion for Design Thinking. I've gained a wide range of experience working for startups, agencies and large corporations, in the US and abroad.

I graduated with a US 4.0 GPA from the Masters of Creative Industries (Interactive and Visual Design) at Queensland University of Technology. I also have a Bachelor of Design (Visual Communication) from Griffith University's Queensland College of Art.

Specialties: User Research, Usability Testing, Information Architecture, Interaction Design, User Experience Strategy, User-Interface Design, User-Centered Design Processes, Sketching, Wireframes, Prototyping and Research Methodologies.

Tools: Adobe Creative Cloud, Sketch, Balsamiq, InVision, Pen and Paper.

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## Experience

### The Walt Disney Company

3 years 1 month

#### Senior Product Designer

September 2017 - Present

Los Angeles, California

- Currently working to define the future of Disney Bookable Experiences. This is a complex end-to-end project touching multiple business areas and involving countless stakeholders. As an online first for Disneyland and Walt Disney World, this project will promote, aid discovery and allow Guests to book add-on experiences on Disneyland and Walt Disney World app and websites.
- Using research-based UX methodologies, I design and optimize eCommerce experiences, with a focus on cart, checkout, confirmation, and modifications for Walt Disney World.

- Rapidly experiment and refine design ideas throughout the product lifecycles across our entire department with the Rapid Testing Team.
- Led product design on multiple Walt Disney World and Disneyland App monetization projects.
- Led product design on Lodging and Tickets projects for Walt Disney World and Disneyland on App and Web.
- An integral member of the first team to introduce a Hybrid solution to the Walt Disney World App and Web.
- runDisney website redesign.

### Senior Digital Designer

January 2016 - September 2017 (1 year 9 months)

Greater Los Angeles Area

- Spearheaded a modular and scalable design system for Disney emails.
- Identified opportunities for website improvements using analytics and Clicktale, created hypotheses, devised test strategies, designed wireframes, high-fidelity comps and prototypes, with the Testing and Optimization Team.
- Created personas, mapped the user journey, conducted interviews, refined the IA and proposed a new site map for the runDisney website.
- Designed user interfaces for Disney websites and apps, including the VIP Dashboard for the Disneyland App, operating hours and events for DisneySprings, and the mobile experience for Walt Disney World's homepage.
- Contributed to increased productivity within the design team by designing a UI Kit for Sketch and compiling a library of full Sketch comps.

### Comscentre

Head Of Brand and Digital

January 2015 - January 2016 (1 year 1 month)

Brisbane, Australia

- Led a full redesign of the company website, researching and designing a new IA, UI and coordinating all content creation.
- Led the design of a new sales nurturing program process and software.
- Continuously measured and optimized the user experience of our products and internal systems using qualitative research methods.
- Increased company recognition through designing advertisements, content writing and email marketing, while continuously extending the brand guidelines.
- Managed digital marketing, SEO and social media strategy.

## Reel>Feed

### Digital Designer

September 2014 - February 2015 (6 months)

Brisbane Area, Australia

At Reel Feel I was tasked with designed stunning, responsive user interfaces for web, Windows 8 and Android. Collaborating with management and key stakeholders to define business requirements. Participating in all aspects of the product design process. Survey design and user research. Exploring design solutions through wireframes. Prototyping on all the latest platforms. Monitoring and assessing product performance using analytics data and user feedback. Continually seeking to identify opportunities to improve and innovate. I also brought together talent, ideas and people for a new home renovation and interior design TV show, Habitat to Home.

## Juggle Labs

### User Experience Designer

February 2014 - June 2014 (5 months)

Palo Alto, California, USA

Challenging myself with a new career path, I interned for the Silicon Valley startup, Juggle Labs, whilst on exchange in California. Here I assisted the founder and small team with market research, competitive analysis, wireframes and visual design. I worked hard to provide feedback and ideas which assisted product innovation. We worked in the Venrock incubator space in Palo Alto where I was able to get a taste of the always exciting startup way of life.

## Vita Group Limited

### Graphic Designer

November 2011 - January 2014 (2 years 3 months)

Brisbane, Australia

Vita Group is an Australian telecommunications company where I was employed as an inhouse graphic designer. I worked closely with the Marketing and Product teams to design and execute advertising campaigns for brands such as HTC, Samsung and Apple. This involved designing for print, social media and digital as well as the creation of competition applications for Facebook using ShortStack.

## Vita Group Limited

### International Awards Trip Creative

October 2013 - October 2013 (1 month)

Hawaiian Islands

Each year Vita Group rewards top performing sales employees with an all-inclusive trip to an international travel destination. My job as the company photographer and blogger was to promote the trip to those back home. I was required to capture and communicate the experience through photographs, videos and a daily blog.

### Liveworm South Bank

#### Graphic Designer

July 2011 - September 2011 (3 months)

Liveworm is a university run design studio. I interned here for three months whilst completing my Bachelor of Design. During that time, my designs were selected and used by clients such as Essential Cinema, The Queensland Conservatorium and Queensland College of Art. I also contributed to projects for Southbank Corporation and The University of Queensland. Typical work included branding, promotional flyers, posters and postcards.

### Black Label Fine Print

#### Graphic Designer

September 2010 - June 2011 (10 months)

I was employed by Black Label Fine Print as a part-time graphic designer whilst at university. Work was print focused. I created branding which I applied to business cards, forms, stickers, magnets, pens, posters and booklet covers. My role also included maintaining and updating the company website.

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## Education

### Queensland University of Technology

Master of Creative Industries, Interactive and Visual Design · (2013 - 2014)

### San Jose State University

Master of Fine Arts (M.F.A.), Interactive Design · (2014 - 2014)

### Griffith University

Bachelor of Design, Visual Communication · (2010 - 2011)

### TAFE Queensland Brisbane

Diploma of Graphic Design, Graphic Design · (2009 - 2010)

### Griffith University

Bachelor of Marketing, Marketing, Business · (2005 - 2006)

