

Resume

Courtney Novits

Education

2013 – 2014

Masters of Creative Industries

Interactive and Visual Design Major, GPA 4.0

Queensland University of Technology & San Jose State University

2009 – 2011

Bachelor of Design

Visual Communication Major

Queensland College of Art

2005 – 2006

Bachelor of Marketing

Griffith University

Experience

Sep 2017 – Now

Los Angeles, USA

Senior Product Designer at Disney Parks & Resorts

- Designed an end-to-end booking experience for Disney Enchanting Extras.
- Designed and optimized eCommerce experiences within cart, checkout, confirmation, and modifications for Walt Disney World.
- Promoted Rapid Testing and helped educate and facilitate user tests.
- Led product design for multiple app monetization projects within lodging and tickets.
- An integral member of the first team to introduce a Hybrid solution.

Feb 2016 – Sep 2017

Los Angeles, USA

Senior Digital Designer at Disney Parks & Resorts

- 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 Disney Springs, 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.

Feb 2015 – Jan 2016

Brisbane, Australia

Head of Brand and Digital at Comscentre

- 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.

Sep 2014 – Feb 2015
Brisbane, Australia

Digital Designer at Reel Feed

- Designed responsive user interfaces, wireframes and prototypes.
- Collaborated with management to define business requirements.
- Survey design, user research, analyzing data and user feedback.
- Identifying opportunities for improvement and innovation.

Feb 2014 – Jun 2014
Palo Alto, USA

UX Design intern at Juggle Labs

- Selected as one of twelve students for this entrepreneurship and internship program.
- Market research, competitive analysis, wireframing, testing and visual design.

Nov 2011 – Jan 2014
Brisbane, Australia

Graphic Designer at Vita Group

- Executed campaigns for Telstra featuring HTC, Samsung, and Apple products.
- Designed for print, social media and digital.
- Created competition applications for Facebook using Short Stack.
- Worked as a photographer and blogger to promote an international reward trip for top performing sales employees in Hawaii.

Sep 2010 – Jun 2011
Brisbane, Australia

Graphic Design intern at Live Worm

- Liveworm is a university run design studio where I interned for three months whilst completing my Bachelor of Design.
- Designs selected for use by major clients.
- Branding, promotional flyers, posters and postcards.

Sep 2010 – Jun 2011
Brisbane, Australia

Graphic Designer at Black Label Fine Print

- Designed branding, forms, stickers, magnets, pens, posters and booklet covers.
- Maintained and updated the company website.

Achievements

2014 Queensland University of Technology Dean's List of Academic Excellence
2013 Queensland University of Technology Dean's List of Academic Excellence
Queensland University of Technology Overseas Study Bursary
St Margaret's Old Girls' Association Overseas Study Scholarship
2011 Griffith University Academic Excellence Award
Griffith University and NAVA Ignition Award for Professional Practice
2009 Southbank Institute of Technology Equity Scholarship

Skills

Advanced Sketch, Invision, Balsamiq, Adobe Suite, Wireframes, IA, Prototyping, Usability Testing
Intermediate HTML, CSS, Principle, WordPress, Google AdWords, SEO, Social Media Marketing

Portfolio

courtneynovits.com

Contact

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