Resume   # Courtney Novits

Education

2013 – 2014

Masters of Creative Industries
Interactive and Visual Design Major
Queensland University of Technology & San Jose State University

2009 – 2011

Bachelor of Design
Visual Communication Major
Queensland College of Arts & Southbank Institute of Technology

Experiences

2024 – Current
Remote

UX Designer Contract at LiVELY

- Improving UX for the next major release of the habit tracking app, LiVELY.
- Turning existing feedback from all sources into digestible insights.
- Running workshops with key stakeholders to identify opportunities, brainstorm solutions, and prioritise their bets.
- Helping the team identify product risks in early stages of Discovery.
- Wireframing and prototyping proposed solutions in Figma.
- Conducting experiments through user testing.

2019 – 2021
New York, USA

Product Designer at Squarespace

- Designed and launched an accessible chart library for data visualization.
- Designed and launched tools for users to understand how their visitors engage with their site, adding new metrics and rethinking our information architecture.
- Facilitated user research and testing efforts, synthesized findings.
- Designed and defined strategy for an Analytics Dashboard.
- Researched and developed strategy for data insights, onboarding, and user education.
- Established platform-wide data visualization requirements.
- Consolidated Squarespace's Analytics and Content apps.

2017 – 2019
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.

2016 – 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.

2015 – 2016
Brisbane, Australia

Head of Design at Comscentre

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

2014 – 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.
- Identified opportunities for improvement and innovation.

2014
Palo Alto, USA

UX Designer at Juggle Labs

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

2011 – 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 online forms for competition applications via social media.
- Photographer and blogger on company trips.