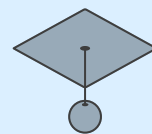


JENNY LUI

Digital Design Specialist



CONTACT

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www.luny.design

PROFILE SUMMARY

I am an experienced digital designer with a proven track record in creating engaging digital motion graphics and design assets across various channels. I excel in executing successful marketing campaigns and seek a challenging role to leverage my technical skills and creative problem-solving abilities to contribute effectively to achieving business objectives.

EDUCATION

2024 - PRESENT
**INTERACTION-
DESIGN.ORG**

2023 - PRESENT
**BRING YOUR
OWN LAPTOP**

2020 - 2021
UDEMY.COM
Frontend developer course

2016 - 2017
TREEHOUSE
JavaScript Basics

2008 - 2010
SESSIONS.EDU
Master Certificate
in Multimedia

1998 - 2002
**UNIVERSITY OF
NEWCASTLE**
Bachelor of Visual
Communication

WORK EXPERIENCE

Reserve Bank of Australia 2021 - PRESENT
Digital Design Specialist

- Successfully launched and managed multiple cross-channel department campaigns across the Bank, including digital marketing, email campaigns, and digital advertisements, boosting employee event awareness by 35%.
- Oversee the development of creative materials from conception to production, ensuring brand logo, color schemes, typography, and other elements consistently define the Bank's visual identity.
- Design animations and video graphics for various digital platforms, including digital displays, social media, and educational videos.
- Collaborate effectively with internal and external communications teams, as well as the web team, to maintain brand consistency across all platforms.
- Utilise tools like Canva, Adobe Creative Suite, and Figma to create templates and establish cohesive visual brand assets across the Bank.

Virgin Australia Airline 2017 - 2021
Digital Designer

- Design and deliver marketing and promotional materials for the sales and marketing team, ensuring timely completion.
- Develop and execute digital campaigns for mobile, social media, and multi-platform brands.
- Create conceptual mockups for the in-house studio and transform them into live campaigns under tight deadlines, including designing and animating brand LED displays for AFL stadiums.

Blis Media 2015 - 2017
Lead Digital Designer (ANZ)

- Responsible for the conception, design, and final production of digital advertising, collaborating with brands like McDonald's, Seiko, Red Rock Deli, Nivea, Michael Hill NZ, Mercedes Benz, Citroën, Wet & Wild, Oakley, Nutella, Corona, and GSK.
- Engaged in cross-agency collaborations with OMG, PHD, Airwave, Bonzai, and Celtra to ensure cohesive and innovative digital campaigns.

SKILLS

- Adobe After Effects
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Figma
- Google Web Designer