

# Emily McBurney

## Designer | Researcher



### EXPERIENCE ~~~~~

#### **Investorhub**

Melbourne, VIC

#### **Product Designer - Internship**

Nov 2023 - March 2024

During my summer internship at Investorhub, a FinTech startup, I served as a Product Designer, gaining valuable experience in the fast-paced startup environment. Working collaboratively within a Scrum and Agile management style, I honed key skills in adaptability, efficient project management, and achieving collective goals within my team. The creative aspects of designing for financial technology and translating complex data into visually engaging and user-friendly solutions marks a distinctive highlight in my professional journey.

#### **Freelance**

Sydney, NSW

#### **Designer & Business Owner**

Jun 2023 - Present

As a freelance designer, I specialise in transforming clients' digital presence through website and brand redesigns. Operating independently has allowed me to refine a comprehensive range of management skills, from conceptualising layouts to crafting user-friendly interfaces, while effectively delegating tasks within tight deadlines. This experience has not only strengthened my adaptability and time management skills but also refined my ability to communicate effectively with diverse clients, tailoring strategies based on their unique requirements and fostering the growth of my own business.

My entrepreneurial journey with *HeyLashy*, an e-commerce venture I founded, has provided a platform to employ these skills extensively. As the sole proprietor, I've successfully managed intricate aspects such as product curation, marketing, and customer relations, illustrating my adeptness in running an e-commerce store independently.

#### **Design + Marketing**

Neutral Bay, NSW

#### **Junior Designer**

Jun 2022 - Jul 2023

At Design + Marketing, I worked alongside digital designers and innovative marketing strategists whilst actively contributing to diverse design projects. My role spanned from conceptualisation to execution, incorporating not only creative contributions but also extending to back-end development and web design. I crafted drafts, prototypes, and captivating design solutions. My commitment to continuous improvement was evident through attentive listening to feedback, a practice that not only refined my skills but also elevated the overall quality of my designs.

#### **CustomLinc**

Lindfield, NSW

#### **Website Designer - Internship**

Oct 2020 - Jan 2022

During my tenure at CustomLinc, a pioneering IT Services and IT Consulting company, I gained proficiency in the software and applications relevant to delivering exceptional digital experiences. My work involved collaborating with a talented team of designers to bring innovative web solutions to life. I leveraged my organisational skills to streamline processes and improve the efficiency of our projects. In this dynamic environment, I collaborated with diverse stakeholders, ranging from the CEO to the head of the IT team. These interactions have honed my communication skills and allowed me to align web design considerations with the broader objectives of CustomLinc.

**Maggio's Bakery**  
Cammeray, NSW

**Counter Sales**  
July 2021 - Present

At Maggio's Bakery & Pasticceria, I am committed to providing a noteworthy customer experience. I take pride in welcoming and attending to our valued customers with a warm smile and a commitment to providing top-notch service. Whether it's a birthday celebration or a corporate event, I ensure that all details for cake/catering orders are meticulously handled to meet our customers' needs and expectations. I thrive in a collaborative environment, working closely with my team members to maintain a seamless operation and uphold Maggio's reputation for excellence.

**Kookai**  
Chatswood, NSW

**Sales Associate**  
Nov 2021 - Feb 2022

During my seasonal Christmas role at Kookai, a high-end boutique, I honed my skills in teamwork, upselling, and communication while maintaining a profound knowledge of the premium product line. Working alongside my the team, I contributed to a successful holiday season by ensuring a cohesive and efficient work environment. Through effective upselling techniques, I significantly contributed to revenue growth, demonstrating my ability to not only meet but exceed sales targets. My commitment to treating each customer with the utmost friendliness and delivering exceptional service enhanced the boutique's upscale image and created a memorable shopping experience during the festive season.

**ZARA**  
Chatswood, NSW

**Casual Sales Assistant**  
Nov 2021 - Feb 2022

Working at ZARA was an experience that allowed me to excel in various facets of the retail industry, including customer service, visual merchandising, and cashiering. I assisted customers with their queries, helping them find specific garments, and offering style and size advice were paramount to creating a positive shopping experience. Honing my attention to detail skills played a pivotal role in upholding the store's displays and presentation. As a cashier, I learned how to process payments efficiently, facilitate seamless refunds and exchanges, handle phone inquiries, and address customer concerns promptly and professionally. These experiences reinforced my commitment to delivering exceptional service.

**Baker's Delight**  
North Sydney,  
NSW

**Casual Sales Assistant**  
August 2020 - Nov 2021

At Bakers Delight, I served as a Counter Sales Representative, excelling in providing courteous and efficient customer service. I effectively communicated product features, contributing to consistent revenue growth. Proficient in handling cash transactions, managing the daily till and maintaining a clean workspace, I received positive customer feedback for creating a welcoming atmosphere. Collaborating with the team, I actively participated in training sessions, demonstrating adaptability and professionalism in a fast-paced retail environment.

## EDUCATION

### University of Sydney

Bachelor of Design (Honours)

- Specialised in conducting research on ethical design guidelines for social media platforms

Bachelor of Design Computing

### Relevant Courses

- Interaction Design
- User Experience Design
- Product Design

### Dubai American Academy

Studied and completed the International Baccalaureate and graduated with a 96.45 ATAR  
2017 and 2018 DUX Award Winner of IBO Visual Arts

Selected Designer of Year 12 Senior Jersey - Class of 2020

### SCECGS Redlands

Voted "Most Valuable Team Member" 2017 Award for Netball  
Elected Student Representative Council 2016

## SKILLS

### Design

User Research, Wireframing & Prototyping, Usability Testing, Interaction Design, Project Management (Scrum and Agile Methodologies)

### Technical

HTML + CSS, Javascript

### Software

Figma, Adobe Creative Suite, Blender, Webflow, Wordpress, Visual Studio Code