

Maxine C

UI / UX Designer | Product Designer

Sydney, Australia | aa0987993280@gmail.com | +61435209975 | [LinkedIn](#) | [Portfolio](#)

Professional Summary

A product and user experience-focused interaction designer with 3 years of experience across human-centred and interaction design for digital products. Skilled in **UX research and design**, including **Figma**, user journeys, personas, usability testing, and thematic analysis. Experienced in **translating user insights into clear, intuitive solutions that improve usability and support informed product decisions**. Currently growing into a Senior UX Designer / Product Designer role, motivated to focus on **end-to-end product thinking, ownership, and delivering high-quality digital experiences**.

Core Skills

Figma User Research Test-Driven Design Prototyping Product Management & Product Development

Attention to Detail Adaptable & Pragmatic Empathy for users Communication & Teamwork

Work Experience

UX Designer / UX Researcher | [Belkin](#)

Jun 2025 - Nov 2025

Apply **human-centered design** process to research users' needs, work independently, communicate conceptual ideas and propose a **product assortment and customization strategy** aligned with user needs and business goals, ideate solutions, and develop an interactive a mobile-first digital prototype using **Figma**.

- Conducted 10 user research sessions in 2 weeks, **translating consumer insights into personas, journey maps, and product definitions that directly informed feature prioritisation and design direction**.
- Synthesised research and competitor analysis to identify key opportunities, **delivering 3 UI concepts that helped stakeholders evaluate and align on product strategy**.
- Led 5 usability testing sessions, iterating on designs to improve task clarity and interaction flow, **enhancing overall usability and user confidence**.

Side Project

Co-Founder + Design Lead | [Adventure For Two](#)

Jul 2023 - Present

I founded and designed a **digital healthcare brand** for long-distance couples, defining the product vision and translating emotional user needs into concrete, prioritised features. Working on this project required me to **think beyond design execution and consider viability, trade-offs, and long-term product direction, while collaborating closely with the team to shape a meaningful and sustainable solution**.

- Conducted 12 user interviews and analysed 100+ data points, identifying key emotional friction points that **guided product direction and improved clarity of core user flows**.
- Developed 5+ product opportunities from thematic analysis, supporting feature prioritisation and stakeholder alignment.

Education

Master of Interaction Design | [University of Technology Sydney](#)

Feb 2023 - Nov 2024

- GPA: 6.50** (out of 7.0) and WAM: 82.75% (Distinction overall), achieving **eight High Distinctions**.
- Event Organiser and Board Member of the UTS Apple Foundation Program Alumni Board, strengthening my **design thinking and problem-solving** skills.

References

Elise van den Hoven | Professor at the FEIT of UTS
elise.vandenhoven@uts.edu.au

Sebastian Groundstroem | Apple Foundation Lead at UTS
Sebastian.Groundstroem@uts.edu.au

Achievements/Certificates

Rapido & StreetKind Hackathon: Rapido Innovation Excellence Award +
Rapido & Marintec Hackathon: Rapido Award
[University of Technology Sydney](#)

Jun 2024