

Aaron Lepik



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Professional Profile

A seasoned digital native with a love of digital design, user interaction, user experience and front-end development. I've worked in both full-service and digital agencies for over 12 years on many leading and well-known brands and campaigns.

Professional Accomplishments

Bundaberg Brewed Drinks - Silver - 'Digital - Website - Full New Sites'
Brisbane Advertising and Design Club (BADC) Awards 2015 - User Experience Designer

QUT 'Plan Your Open Day' - Winner - Best Smart Phone or Tablet App -
Learning & Education - Australian Interactive Media Industry Association
Awards 2015 - User Experience Designer

QUT 'Plan Your Open Day' - Silver - Creative Innovation Brisbane Advertising
and Design Club - 2014 BADC Awards - Interactive Designer

Sunny Queen 'ChookTracker' - Winner - Best Digital Advertising or
Communication - 2014 AIMIA Awards - Technical Developer

Sunny Queen 'ChookTracker' - Winner - Most Effective Digital Product/Service - 2014 AIMIA Awards - Technical Developer

Heritage 'Switch - Bye Bye Bank Rage' - QLD State Winner - Experiential and Brand Experiences - 2013 AMI Awards for Marketing Excellence (AME) - Interactive Developer

Triumph 'Art of Shaping' - Best Of Show - Brisbane Advertising and Design Club (BADC) Awards 2011 - Interactive Developer

Work History **Lead UI UX Designer – JSAcreative**

Current

- Lead UI UX Designer in the Digital team at JSAcreative - we craft engaging, connected and digital brand experiences for your audience.

Senior Digital Designer – Follow

2016

- Senior Digital Designer at Follow - one of Brisbane's most cutting edge digital agency and events marketing companies. Key role in the digital team working across multiple clients and campaigns.
- Digital and User Interaction Design using industry tools (Adobe Creative Suite, Sketch) for a wide range of digital and events marketing clients, ranging from charities and foundations, to restaurants, bars, and startups in finance and retail looking for key design insights and direction.
- User Experience and Interaction Design utilizing wireframing and prototyping methodologies and tools - in particular UXPin and InVision to showcase functional high and low fidelity prototypes and direction.

- Responsive Web and Mobile Application Design with a focus on User Interfaces and customer experience best practice. In particular, retail shopping centres and loyalty app design whitelabels with a key indicator of customer retention.
- Front End Development building custom Content Management Systems (Wordpress) and Email Marketing tools (Mailchimp), and supported the events department by using digital design skillsets across various marketing and social-related assets.

User Interface / User Experience Designer – EduTect

2015 – 2016

- User Experience and Interface Design across all areas of EduTect including planning, prototyping, design and development of key user interactions and interfaces using design and wireframe related tools such as Photoshop, InVision, Lucidchart and Moqups. Create user journeys, information architecture and interactive prototypes for stakeholder and client feedback and support.
- Digital and Interaction Design of key product-specific Software as a Service (SaaS) tools including smart education curriculum planning and unit mapping tools for both web and mobile applications (Web and iOS) for schools, colleges and teachers.
- Development of new business solutions and software including new software and front-end development code resulting in products and Intellectual Property. Participating in team development of applications and appropriate skills transfer.
- Revising and enhancing business processing, business processing engineering, consulting and analysis. Liaise and assist in the sales of software and services to clients including presentations, documentation, proposals and quotes as required.

Senior Interactive Developer / Digital Designer – BCM Partnership

2008 – 2015

- Senior Interactive Developer and Digital Designer at BCM - Brisbane's largest full-service advertising agency. Part of the interactive and digital team working on leading and well-known Australian brands and clients.
- Utilized emerging and current trends of web development including HTML5, CSS3 and jQuery to produce compliant and cross-browser integrated websites and campaign microsites.
- Designed and developed dynamic, fully responsive, mobile and tablet friendly websites using Content Management Systems such as WordPress so clients can manage and maintain their own websites.
- Utilized the Facebook API to build campaign-focused Facebook Apps along with designing and developing Email Marketing Templates and promotional solutions for clients.
- Designed creative solutions for clients by working closely with Interactive Producers, Account Services and clients by taking a digital brief from initial wireframing concept to finished design product.
- Undertook a variety of other essential digital agency and campaign related design and development including Search Engine Optimization, cross-browser testing, user interaction and semantic web standards.

Education **Bachelor of Information Technology (Information Systems)**
Queensland University of Technology, Brisbane, 2002 – 2004

Diploma of Information Technology (Software Development)
Northpoint Institute of TAFE, Carseldine, 2001 – 2002

References

Jeremy Bews – Managing Director (JSAcreative)
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Kevin Moreland – Managing Partner (BCM Partnership)
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Barney Vollans – Senior Interactive Producer (BCM Partnership)
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