

# COURTNEY A.R. RIDDELL MDes.

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## PROFILE

Highly motivated and versatile Master of Design graduate, with a strong work ethic in both independent and team environments. Courtney is energetic, with excellent time management, communication skills and attention to detail. She has a passion for smooth user experiences and well researched designs that integrate seamlessly into our lives. Newer to the field, she brings 'out of the box' thinking and a sound education in design.

Portfolio: [www.courtneyriddell.com](http://www.courtneyriddell.com)

## SUMMARY OF QUALIFICATIONS

- Master of Design (2yrs) specializing in Interaction Design.
- Designer and Marketing Strategist with She's a Crowd, a tech start-up crowdsourcing data and stories to help fight Gender Base Violence in Australia.
- 3 years experience as a Customer Success Manager (CSM) for a SaaS based company, providing hotels with independent websites and digital marketing. Managing their onboarding, digital marketing strategies and ongoing support.
- Relationship and stakeholder management through CSM and working in partnership with Australian government bodies.

## EDUCATION

MONASH UNIVERSITY

July 2019 - Jun 2021

*Master of Design (Awarded with Distinction) - Melbourne, Australia*

- A focus of on Interaction design, studying user interaction research methods and applying them to UX and UI designs.
- Project based, with a mix of self developed and client determined briefs.
- Training in a large selection of design tools: Adobe Cloud Products, Figma, Protopie, and Cinema 4D.

RYERSON UNIVERSITY

Sep 2012 - Jun 2016

*Bachelor of Commerce Degree - Toronto, Canada*

- Hospitality and Tourism Management specialization.
- Including one semester abroad at TIO University, Amsterdam - 2015.

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## PROFESSIONAL EXPERIENCE

SHE'S A CROWD

Dec 2020 - Jul 2021

*Marketing Strategist and Designer, Volunteer/Contract*  
Melbourne, Australia

- Worked on the Campaigns and Marketing team, while consulting on the UX and product design of new and ongoing projects.
- Designing marketing material including Gifs, posters, stickers, a media kit and campaign/website performance reports.
- Contributed to the product design research and presented campaign analytics/ insights for projects with government organizations.

POCO LOCO / THE ESPY / NAUGHTY NANCY'S

Jul 2019 – Jul 2021

*Bartender/FOH Management, Casual (As per Australian visa restrictions)*  
Various locations in Melbourne, Australia

LEONARDO WORLDWIDE

Apr 2016 – Jun 2019

*Customer Success Manager, Full time*  
Toronto, ON

- Assessing customers' online presence and guiding their digital marketing strategy, including: website updates, performance analytics, SEO, social media and SEM.
- Onboarding and managing customer relationships to ensure high retention, while acting on appropriate up-sell opportunities.

## AREAS OF STRENGTH

- User empathy, interaction and user experience perspectives.
- Client facing communication / presentation skills and stakeholder management.
- Strategic and critical thinking.
- Excellent capacity to learn new tools and methods.
- Versatile team player

**References Available Upon Request**

[www.linkedin.com/in/courtneyriddell](http://www.linkedin.com/in/courtneyriddell)