

Jelz Dalman

Product Designer

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[Digital Portfolio](#)

[linkedin](#)

Profile

As an experienced Digital Product Designer based in Melbourne, I lead design initiatives for Nexigen Digital's retail, wholesale, and corporate brands. My responsibilities include consulting on SaaS projects, iOS apps, expanding existing design systems, and overseeing major web projects from inception to successful delivery.

Education

User Experience Design (UX) 2020

Royal Melbourne Institute of Technology (RMIT)

Bachelor of Industrial Design (Honours) 2019

Royal Melbourne Institute of Technology (RMIT)

Skills

Figma User-testing Wireframing
Prototypes High-fidelity mock-ups
Facilitate workshops User experience design
UX research User interface design
Design systems Agile Workflow

Software

Hi-fidelity prototyping:

Figma / Figjam Sketch Adobe XD

Other Design Software:

Adobe Creative Cloud Ps Ai In

User Research:

Google analytics Crazy Egg Hotjar

Communication/Management:

Google Workspace Atlassian Slack

Trello Jira Confluence

Professional Experience

Nexigen Digital

APR 2021 – PRESENT

UX & UI Designer / Product Team

JUL 2021 – PRESENT

As a UX & UI Designer, I drive design initiatives for retail, wholesale, and corporate brands within my organization. I collaborate closely with cross-functional teams to craft innovative digital solutions.

- Conduct usability testing campaigns to validate designs, with increased success rates by 58.2% in the hosting purchase flow
- Lead design meetings with top-level management, CEO/Company Founder, and Head of Product
- Successfully guide projects from discovery to delivery, achieving a 21% increase in new website users compared to the previous year
- Create wireframes, user flows, and high-fidelity prototypes
- Research competitor products and industry trends
- Develop company branding and design systems
- Facilitate brainstorming workshops to foster new ideas
- Coordinate with the development team for seamless design handoff

UX & UI Designer / Web Development Team

APR 2021 – JUL 2021

As a member of the Web Development Team, I served as second-in-charge to the Product Owner, responsible for executing various UX & UI design tasks.

- Collaborate with Digital Artists to design social media content, product pages, informational pages, and landing pages
- Develop wireframes and prototypes informed by research findings
- Create personas through user research and data analysis
- Conduct UX research, including usability and findability studies
- Create digital artwork, including 2D and 3D assets.

Rakumba Lighting

JUN 2019 – AUG 2020

Product & Graphic Designer / Design Team

As a Product Designer, I managed a product redesign project and prepared various digital assets for the company website.

- Lead product redesign project, utilizing the "Double Diamond" Design Method
- Conduct ideation sessions, including thumbnail sketching and creating mood boards
- Perform product research, and consulting industry professionals
- Deliver concept presentations to top-level management, CEO, and Head of Design.