

Claire Gee

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Portfolio: clairegee.com

Skills

Content Optimisation
Writing and content creation
Instructional writing
SEO Copywriting
UX Research
User Interviews
Human centred design.
Brand Design
Manual Testing

Tools

Umbraco
Expression Engine
Wordpress
Gather Content
Sharepoint
Adobe Illustrator; Photoshop, InDesign
Trello
Google Analytics

Work Experience

CareCompare Health Related start up in the Aged Care sector

September 2020 - current

Digital Producer (Freelance)

- User Testing - Assisted with recruiting, documenting, synthesis.
- User Acceptance Testing
- Data collection and industry research.

Breast Cancer Network Australia

February 2020 - July 2020

Digital Producer (Freelance)

- Worked on the Web App "My Journey" online tool which informs and supports people experiencing breast cancer (uploading new content and ongoing maintenance).
- Performed content edits to optimise content for better UX and accessibility.
- Taught subject-matter experts how to optimise the content.
- Documented procedures for BCNA subject matter experts to use the Umbraco CMS and understand how to maintain consistent standards across the Web App.
- Wrote EDM content to encourage engagement with "My Journey".
- Instituted file and image naming convention, sorted and organised files for the "My Journey" team.

Matching Pegs

January 2013 - February 2020

Owner & Designer

- Design brand identities (logos, business cards, letterhead and trade show artwork) for small businesses.
- Provide general marketing and social media advice for start-up small businesses.
- Experienced at writing for various social media/blogging since 2008, I understand the art of storytelling, content creation and staying on-brand.

Lemonade Digital Design Agency

February 2017 – December 2018

Production Assistant (Freelance)

- Updating and testing websites including: The Heart Foundation, James Alfredson Jewellers, Moores Legal, Rogerseller and BIG4 Holiday Parks.
- Editing website content using content management systems
- Photo editing
- SEO content optimisation
- Manual website testing

Matching Pegs

January 2008 - June 2017

- Designed and produced 32 unique sewing patterns and embroidered-wood jewellery kits under the Matching Pegs label. This involved photography, layout, illustration of diagrams and procedural writing.
- Instructional writing for clarity after years of creating instructions and class notes
- Built up the Matching Pegs website from zero to 18,000 visitors a month at its peak.
- Sold patterns via an international distributor into independent patchwork and quilting shops worldwide.
- Wrote and delivered classes & workshops, including producing comprehensive class notes,
- Attended Industry trade shows
- Published regularly in Patchwork and Quilting magazines "Australian Homespun" and "Quilters Companion".
- Created tutorials that are still widely shared on Pinterest. - I managed to sell out the cushion stuffing in a German IKEA when my craft tutorial became super popular there!

Education

General Assembly

User Experience Design Immersive
August - October 2019

- A 10 week full-time intensive, made up of 5 sprint projects, with a diverse group of people from varied work backgrounds. I learned and put into practice the end to end process of UX design, from user interviews to clickable prototypes.
- Developed a content strategy for Code for Australia that was enthusiastically received and changes have been implemented.

RMIT University

Writing for the Web (short course)

Bachelor of Design (Industrial Design) Honours
Bachelor of Design (Industrial Design)

More About Me

I am relentlessly curious, I like to know how things work. I read widely and listen to diverse podcasts. I am particularly interested in evidence based discoveries and policy (of particular fascination are the new discoveries around behavioural economics and cognitive biases).

I love design and self-expression.

Passionate about colour, texture, textiles and design.

I make a lot of my own clothes and have a particular interest in craftsmanship, and slow crafts that take time to perfect.

I make patchwork quilts, I appliqué, I knit, I embroider and I have an impressive fabric stash.

Community Engagement

I volunteered for five years on the Committee of the local pre-school.

Referees

Dion Wise

Digital Design Director, Xero
Former Owner, Lemonade

Dre Browne

Dre Browne Digital
Former Digital Manager, Breast Cancer Network
Australia.