

# Jeena Jeong

## Motion & Digital Designer

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### PROFILE

I am a motion and digital designer whose expertise spans motion, brand, digital, and product design. By combining visual storytelling, motion craft, and a deep understanding of digital products, I have successfully led design initiatives across fintech, eCommerce, retail, and education, and more. Currently, I focus on motion and digital product design, translating complex ideas into clear, compelling visuals that resonate with both users and businesses.

### EXPERIENCE

#### Freelance Digital & Motion Designer

2025 – Present

Currently, I'm a freelance motion and digital product designer working for a couple of clients improving their digital products.

- Client work
  - Young Education
    - Led the digital brand transformation for Young Education.
    - Designed a consistent visual system for [website](#), [social media](#), email marketing
    - Executed the final website deployment on WordPress
- Self-initiated — Jeena's Kitchen Creative Direction

Conceived and executed a full creative rebrand for Jeena's Kitchen, a food and lifestyle YouTube channel — owning every stage from brand strategy through to production and web build:

  - Developed a new visual [brand identity](#) system including logo, colour, typography, and motion language
  - Designed animation for brand story and animated logo reveal, video intros, and thumbnail templates applied consistently across YouTube and social platforms
  - Built an [Immersive Recipe Website](#) using cursor, incorporating scroll animations and interactive layouts.
  - Produced and edited short-form video content for YouTube and social media, developing skills in visual storytelling, pacing, and content strategy

## Product & Motion Designer · Prezzee

2023 – 2024

Prezzee is Australia's leading digital gift card platform, partnering with major local and global retailers.

- Led design for the Mobile team, owning end-to-end product design across 8 shipped features
- Designed animation, and micro-integration for mobile app to increase in users' engagement
- Collaborated with cross-functional teams, including product managers, UX researchers, UX writers, engineers and legal team.
- Rapidly prototyped conceptual product ideas, designed user flows based on data analysis and user research, and gathered feedback from various stakeholders.
- Facilitated design workshops to manage stakeholder feedback and address it in the design.
- Validated design ideas through user testing.
- Conducted accessibility tests and collaborated with engineers, quality assurance engineers for a mobile-first experience.

### Core projects

- [eGift Card History experience for quest users](#) — reducing inbound support calls related to lost gift cards
  - Impact: 35% reduction in lost gift card inbound calls
- Prezzee Plus eGift Card experience, a premium digital card tier for high-value users
  - Impact: 125% increase in revenue margin

## Product & Digital Designer · Driva

2022 – 2023

Driva is a car finance comparison platform offering personalised loan matching across multiple lenders.

- Led design across customer and growth squads for promotion design and web application experiences
- Designed [a cohesive suite of event marketing collateral](#) to help our sales and product teams network, establish partnerships, and showcase our digital loan services at AADA Convention & Expo.
- Redesigned the [Lender Switch Experience](#) to reduce friction at a key drop-off point in the loan funnel and humanise the lender switch experience using micro-interactions
  - Impact: 11% increase in referral conversion rate
  - Optimised the lender switch experience to humanise using micro-Interactions
- Designed [Driva x CGU Insurance Integration](#) — a new cross-sell flow expanding the product offering
  - Impact: 8% increase in insurance referral rate

- Developed a new brand identity and uplifted it across a web application, social media, television advertisements, and exposition displays.

## Product & Digital Designer · Deferit

2021 – 2022

Deferit pays customer bills upfront, allowing customers to pay back Deferit later. It has helped more than 500,000 global users pay \$200 million in bills and save \$15 million in late fees.

- As the first product and digital designer reporting to the Head of Design, I established a scalable design system, structured marketing assets for marketing design such as EDMs, and a website to unify brand identity.
- Redesigned three core products across mobile and web, leading UX, UI, and visual design end-to-end
- Established [new brand identity](#) with the Art Director and redesigned the [Deferit website](#) for both B2C and B2B audiences — including [marketing design](#)
  - Impact: over 190k new users, 300K+ sign-ups, 74% of retention rate, \$200M+ bills managed
- Redesigned the core [bill upload and payment journey](#), elevating the primary user flow and reducing friction
- Improved and managed Design system for Deferit mobile application and web application to ensure cross-functional alignment and a seamless, unified user experience.

## Freelance Brand & Digital Designer

2019 – 2020

A notable project was the eCommerce experience for Happy Doudous, where I successfully created a brand identity and implemented the digital stationery shopping experience using WordPress.

### Responsibility

- Understood business requirements and incorporated feedback into the design
- Collaborated closely with the Lead Product Designer, Growth lead, Marketing managers, and clients
- Designed various digital products, including CMS for eCommerce websites, social marketing materials, and EDMs
- Developed brand design system, including visual language and style guidelines
- Implemented eCommerce solution via WordPress

### Core projects

- [Happy Doudous](#) — created brand identity and built eCommerce experience using WordPress
- [Pocketbook](#) & [Insight Timer](#) — visual design and digital assets

- [Three Chocolatiers](#) — brand identity and packaging design

## Graphic & Editorial Designer · Hackers Education Group

2017 – 2019

I worked as an in-house graphic designer at Hacker Education Group, assisting millions of learners in achieving their academic goals through its extensive range of educational products and services, including publications, classes, and online lectures.

- Created [Printing deliverables](#) for various advertising media such as display boards, street banners, posters, brochures, leaflets, and other stationery, as well as books and magazines.
- Led multiple projects independently within teams for textbooks, magazines, and campaign design.
- Worked closely with the art director, internal designers, illustrators, marketers, copywriters, printing agencies, etc.
- Generated various concepts and illustrations based on project requirements for magazines.

### Core projects

- [HackVoca \(English Vocabulary Textbook\)](#)
  - Impact: Within three months of its release it became a best-seller in the educational textbook category at Kyobo, South Korea's largest bookstore.
- [10 minutes Miracle for Speaking English \(Vocabulary Textbook\)](#)

## Branding & Graphic Designer · Design Fox

2016

Sydney-based branding agency helping SMBs build and refresh brand identities.

- Designed [brand identities, collateral](#) (logos, brochures, annual reports, menus) for Australian small businesses
- Collaborated with senior designers to build websites, and mobile applications

### Core projects

- [OZ commercial properties](#)

## SKILLS & TOOLS

|               |                                                       |
|---------------|-------------------------------------------------------|
| <b>Motion</b> | DaVinci Resolve · Jitter · Lottie · Figma Prototyping |
| <b>Design</b> | Figma · Illustrator · Photoshop · InDesign · Adobe CC |
| <b>Video</b>  | Motion Animation, Video Editing, Visual Storytelling  |

|                |                                                                                                               |
|----------------|---------------------------------------------------------------------------------------------------------------|
| <b>Digital</b> | Social Media Design · Web Design · Email (EDM) · Brand Identity · The AI Coding · Cursor · Framer · Wordpress |
| <b>Product</b> | UX/UI · User Research · Prototyping · Accessibility · Native Mobile & WebApp · Micro-Interaction · Hotjar     |
| <b>Domains</b> | Fintech · eCommerce · Digital Wallet · Education · Health & Wellness · Meditation · Retail                    |

## EDUCATION

|                                          |                                      |             |
|------------------------------------------|--------------------------------------|-------------|
| <b>Social Media Content and Strategy</b> | · Coursera                           | 2025 – 2026 |
| <b>Interaction Design Specialisation</b> | · University of California San Diego | 2019 – 2020 |
| <b>Master of Design</b>                  | · UNSW Art & Design                  | 2015 – 2016 |
| <b>Bachelor of Fine Arts</b>             | · ChuGye University, Seoul           | 2007 – 2012 |