

# CASHEL BOH

UI/UX Designer &  
Digital Experience

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## WORK EXPERIENCE

Personnel Manager  
2024 - Present

### UI/UX Designer

Led end-to-end design of digital products, from user research and wireframing to prototyping and high-fidelity UI in Figma. Collaborated with engineers and product managers to deliver user-centric features and contributed to the design system for consistency and scalability. Regularly presented design solutions in workshops and stakeholder sessions, facilitating feedback, alignment, and adoption of new features.

9 Creation  
2020 - 2023

### Front End Web Developer & UX Designer

Designed and developed a custom workflow automation platform to streamline project management for the interior design team. Built intuitive user interfaces, translated complex data into clear visual dashboards, and ensured accessibility across devices. Collaborated with designers, project managers, and backend engineers to improve efficiency, enhance client experiences, and understand system logic.

## EDUCATION AND CERTIFICATIONS

TAFE  
June 2024

### Diploma of Information Technology (Front-End Web Development)

Completed training in web technologies including HTML5, CSS, JavaScript, and PHP, with a focus on accessibility and responsive design. Developed practical skills in UI/UX design, prototyping, and user research, applying design thinking to create intuitive and engaging digital experiences.

Google  
May 2023

### Foundations of digital Marketing & E-commerce

Completed a short course covering key concepts in digital marketing, e-commerce strategies, and online customer engagement. Gained practical skills in SEO, analytics, and campaign management to support business growth in digital environments.

## SKILLS

Problem-Solving  
Relationship Building  
Adaptability  
Critical Thinking  
Communication Skills  
Creativity

Cross Functional Collaboration  
Quality Assurance Testing  
Data-Driven Improvement  
UI/UX & Digital Experience Design  
Content Design & Delivery  
Event/Project Coordination

User Research & Insights