

# Alice Beyer

## Digital Media Designer

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Melbourne, Australia

## Profile.

UX design student passionate about digital media design in creating engaging digital experiences. Experienced in both the arts and design spaces.

## Education.

**Bachelor of Design (Digital Media)** 2022-2025  
RMIT Melbourne

**Certificate III in Business** 2021  
Partners in Training, Sale

## Skills.

- Customer Service:** Reception, Retail, Gallery
- Design & Technical:** Figma, Adobe Suite, Microsoft Office, POS Systems
- CRM:** Salesforce
- Front-End Development:** HTML, CSS
- Soft Skills:** Teamwork, Communication, Organisation, Problem Solving

## Qualifications.

- Responsible Service of Alcohol, 2021
- WWC, 2021
- Police check, 2024
- First Aid Certificate (HLTAID011) 2023

## Experience.

### Gallery Assitant

Mar 2023 - Present

Museum of Australian Photography, Wheelers Hill

- Greeted and assisted patrons at the reception desk, including phone and email enquires
- Oversaw gift shop operations, including POS with Shopify and stock intake processing
- Gallery surveillance
- Processed memberships using Salesforce
- Assisted in creating signage and packaging

### Sales Professional

Oct 2023 - Feb 2024

David Jones, Bourke St Mall

- Maintained a clean and organised sales floor within the Young Men's Department, assisting with visual merchandising.
- Handled cash and processed transactions.
- Greeted customers and provided advice and assistance for individual customer needs.

### Gallery Attendant

Dec 2021- Jan 2024

Gippsland Art Gallery, Sale

- Provided customer service at the shared help desk, including phone and email inquiries
- Managed gift shop operations, including display creation and signage
- Processed gallery memberships and maintained Excel records
- Conducted gallery surveillance
- Prepared end-of-day financial reports
- Participated in onboarding staff training, including developing training manuals for EOD processes and Red61 software

### Arts and Culture Customer Service Trainee

Feb 2021- Dec 2021

Gippsland Art Gallery, Sale

- Provided customer service at the shared help desk
- Managed gift shop operations, including display creation, signage
- Processed Archibald Prize ticket bookings and addressed phone inquiries
- Worked rotating shifts at the Sale Library
- Obtained a Certificate III in Business

## Projects.

### Sculpture Park Trail

2024

Museum of Australian Photography

- Volunteer project creating a 16 page childrens activity brochure to be distributed at Wheeler's Hill Library and Arts precinct.
- Collaborated with MAPH's educational coordinator and consulted with an early childhood education specialist to refine age-appropriate activities.

### Scape Community App UI Design

2023

RMIT

- Created UI design for a student accommodation app
- Designed user flow for a maintenance request feature, enhancing ease of use and response tracking.
- Evaluated solution usability via participatory walkthroughs, achieving an SEQ score of 5.5/7, and conducted a 5-second test to assess design clarity.
- Achieved 83% success rate in maintenance navigation during a tree test, validating effective information architecture.