Chloe Katelis

About Me

I am a Junior Product Designer with a background in marketing, specialising in research-led, accessible digital products. I thrive in collaborative teams and enjoy turning complex problems into intuitive, user-centred solutions.

I am currently exploring how AI tools can enhance ideation and prototyping by blending human insight with emerging technology.

designcgk.com

Education

Monash University | Bachelor of Design (UX) and Business (Marketing)

Graduated with High Distinction

Dean's Commendation List, 2024
Top 2–5% of Business School students

Skills

Design Tools: Figma, FigJam, Adobe Creative Suite, Notion

UX Methods: Wireframing, Prototyping, User Research, A/B Testing, Journey Mapping, Usability Testing

Process & Practices: Agile Collaboration, Behavioural Mapping, Rapid Ideation, Accessibility (WCAG), Digital Storytelling

Emerging Tech: AI-Enhanced Design Workflows (Figma AI, Stitch, Lovable)

Leadership

Captain / Senior Women's Soccer Team Bayside Argonauts VPL

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UX / UI-Led & AI-Enhanced Design

Experience

Digital Marketing & CS Officer
Premium Health   Apr 2021 - Present

- Designed and delivered weekly email flows using user feedback and digital storytelling, increasing open rates by 22% and boosting repeat bookings.
- Translated complex policy requirements into accessible, user-friendly content aligned with NDIS and SafeWork standards.
- Resolved usability and access issues across e-learning platforms, improving onboarding for users with diverse digital literacy levels.

Junior Product Designer (Web/Mobile)
Zable Health   Mar 2025 - June 2025

- Collaborated with product and engineering teams to redesign Zable's "How It Works" page, simplifying complex healthcare steps into a user-friendly, conversion-focused flow.
- Improved onboarding clarity by refining visual hierarchy and brand animations, guided by internal user testing and stakeholder feedback.

Visual Identity Designer (Freelance)
Bayside Argonauts F.C   Jun 2022 - Feb 2025

- Designed a cohesive brand and logo system that reflected the team's heritage and community values.
- Collaborated with committee and merchandise teams to ensure consistent application across print, apparel and digital assets.

Achievements

UX Design Awards
Glenroy Community Hub Library   Mar - Jun 2024

- Created a mobile/tablet feedback tool with an intuitive backend to visualise community sentiment.
- Designed backend logic to map qualitative and quantitative feedback into actionable reports.
- Selected for submission and funded by Monash University for professional panel presentation and review.

Most Outstanding Social Design Project
Design Institute of Australia   Jun - Nov 2024

- Completed an intensive semester in Milan and Tuscany, specialising in socially responsive design in the Italian context.
- Conducted in-field user research to inform the behavioural and systems design of a future-focused waste management installation.
- Mapped a clear user journey narrative and successfully pitched the project to a professional design panel in Italy.
Watch My Interview