

# Victoria McKenzie

## UX/UI DESIGNER

Victoria is a **UX/UI Designer** currently working for **Mt Buller Ski Lifts**. With a Bachelor of User Experience Design from the University of Melbourne, she creates accessible, engaging and user-friendly interactions that help users journey through interfaces with ease.

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## Work

### UX/UI DESIGNER – BULLER SKI LIFTS

(2025-Present)

- Optimised key user flows across the Mt Buller website, by creating updated wireframes and restructuring navigation, resulting in simplified decision-making and clear, intuitive pathways for guests booking a trip.
- Developed visual design system for 'Season Membership 2026' campaign, by creating a dynamic Figma file and usage guidelines, resulting in cohesive assets across channels including website and app.
- Developed core website usability report, by collating user research, MS Clarity, GA4, SEO/SEM results and 2000+ survey responses, to discover key guest experience problems and outline UX success criteria.
- Defined the strategic direction for Mt Buller's future digital ecosystem, by developing a 10-year roadmap, aligning Sales, Marketing, Operations and IT in uplifting five key customer touchpoints.
- Collaborated closely with external team of developers, by providing feedback and ensuring design fidelity, leading to the iterative development of integrated ecommerce functionality - a world first for the ski industry.

### PROJECT LEAD AND DESIGNER – GIRL GUIDES VICTORIA

(2025)

- Led an end-to-end UX design process, including identifying core problem, coordinating with Girl Guides Victoria to gather requirements, iterating on UI designs, creating interactive Figma prototypes, and developing an MVP web app using React and Firebase to streamline attendance tracking and reporting for unit leaders.

### DESIGN AND CODING HEAD TEACHER – CODE CAMP

(2023-2025)

- Taught design principles, and JavaScript block and line coding to over 350+ primary school children aged 5-13.
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## Education

### THE UNIVERSITY OF MELBOURNE

(2022-2024)

Bachelor of User Experience (UX) Design, Weighted Average Mark (WAM): 81.375 - First Class Honours  
University of Melbourne Principal's Scholarship, Telstra Technology & Innovation Scholarship - Valued at \$100K

### INTERNATIONAL BACCALAUREATE DIPLOMA – TINTERN GRAMMAR

(2020-2021)

ATAR: 98.55 (Top 1.5% in Australia), IB 41/45. Dux for English Literature and Theory of Knowledge

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## Projects

### EASEL: BRINGING EASE TO ART MARKETS

(2024)

- Led four-month UX project including researching user needs, ideating solutions, creating Figma prototypes, testing, and iterating, to create an interactive app prototype for local artists to improve visibility at markets.

### DOORBELL: A FAMILY CONNECTION APP

(2024)

- Runner up in VicHack Competition. Functional app coded with partner using Flutter & Firebase (iOS, Android)
- Designed UX of onboarding and core flows. Made custom assets on Adobe, wrote and delivered video pitch.

### SCIENCE GALLERY MELBOURNE IMMERSE APP DESIGN

(2024)

- Winner of University of Melbourne Product-thon competition to create a gallery companion app design
  - Led team of four, facilitated design thinking workshops, managed design sprint and delivered solo live pitch
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## Certifications

### GOOGLE UX DESIGN PROFESSIONAL CERTIFICATE

(2024)

Followed the design process to empathize with users, define pain points, ideate equitable solutions, create test & iterate on designs – achieving a professional certification run online by UX experts at Grow with Google.