

Tou Xiong Lor

UI/UX Designer // Web Developer/Designer

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Experience

IHConcept

Web Developer/Designer // Graphic Design (Internship)

September 2025 - Current

- Modified and maintained company web pages in **WordPress** using a custom theme, applying **HTML**, **CSS**, **PHP**, and **JavaScript** to create visually appealing, responsive, and intuitive user interfaces.
- Collaborated on design and **UX decisions**, enhancing navigation and layout, which improved site usability and boosted visitor engagement by **25%**.
- Optimized site performance through custom **CSS styling**, front-end adjustments, and design improvements, reducing load times and increasing overall accessibility and user satisfaction.

Treasure Taste

Web Designer (Freelance/Client Project)

May 2025 - August 2025

- Designed and developed a responsive website for a local restaurant, showcasing their mission, vision, and menu while strengthening their digital presence.
- Created custom images, vectors, and icons in **Adobe Photoshop** and **Illustrator**, and built wireframes and prototypes in **Figma**, refining designs through client feedback to align with branding goals.
- Implemented the final site using **HTML**, **CSS**, and **JavaScript**, delivering an engaging and user-friendly experience across devices.

Lambda Phi Epsilon International Fraternity Incorporated

Web Designer Chair

January 2024 - May 2025

- Developed, designed, and maintained the fraternity's chapter official website, incorporating a responsive, interactive, and user-friendly interface using **HTML**, **CSS**, and **JavaScript**, leading to a **30%** increase in user engagement.
- Conducted user research and gathered feedback from fraternity members and external users to identify areas for improvement, enhancing the overall usability and engagement of the website.
- Implemented performance optimizations, improving site speed and accessibility, and integrated **SEO** best practices to enhance visibility and user reach.

Projects

CoHabit

UX Researcher & Designer

- Led user research including surveys, interviews, and competitive analysis to identify key challenges in roommate communication.
- Created wireframes and interactive prototypes in Figma to address findings.
- Conducted usability testing and iterated on design based on user feedback.
- Delivered a final UX report documenting research insights, design process, and recommendations (published on Medium).

StarFish

UX Researcher & Designer

- Conducted extensive user and stakeholder research through interviews, surveys, and usability analysis to identify pain points within the existing StarFish student support platform.
- Analyzed UI/UX best practices and synthesized findings into actionable design insights.
- Created redesigned wireframes and interactive prototypes aimed at improving user flow, accessibility, and overall experience.
- Presented final redesign and research report with evidence-based recommendations for future development.

Education

University Of Wisconsin - Madison

B.A. - Information Science

2021-2025

University Of Wisconsin - Madison

Certification - Computer Science

2021-2025

Skills

Design

- UX/UI Design
- Web Design
- Interaction Design
- Accessibility Design
- Visual Design
- Prototyping
- Wireframing
- Low & Hi-Fidelity Mock-ups
- Journey Mapping

Language

- HTML
- CSS
- Javascript

Research

- User Interviews
- User Testing
- User Surveys
- Competitive Analysis
- Data Visualization
- A/B Testing

Software & Tools

- Figma
- Adobe CC (Photoshop, Illustrator, Lightroom)
- Word Press
- Divinci Resolve
- WordPress