ALEX AU-YEUNG UX/UI Designer

UX/UI Designer with background in Sales and Account Servicing in the Educational Publishing sector, previously a newspaper editor. Hard-working, fast-learning team member who is ambitious to strive for the best at work. Strategic thinker with strong analytical and creative mind, Philosophy graduate of Lingnan University in Hong Kong.

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X   www.behance.net/alexauyeung

UX/UI PROJECTS

CareerFoundry
(Feb 22 – Sep 22)

◆ Gained **recognition** from my course mentor, <u>Anmar Matrood</u>. **<u>Video here</u>**.

◆ Building apps from scratch to mockups: Conducted user research, competitive analysis, guidelines, low-mid-high-fidelity wireframes, prototyping and usability tests. **<u>Portfolio here</u>**.

WORK EXPERIENCE

Oxford University Press
Account Manager
(Apr 21 – Sep 21)
Senior Account Executive
(Oct 17 – Mar 21)
Account Executive
(Oct 15 – Sep 17)

◆ **Increased** in adoptions every year by 20% – 40%

◆ **Client Empathy and Storytelling**
Designed promotional materials and conducted sales presentations to 20% of secondary schools in Hong Kong

◆ **User Research**
Paid site visits to teachers (clients), discovering their pain points, sometimes to explain outbreak policies of the government, to help with their concerns and to secure the textbook adoptions.

Lava Technology Ltd
Co-founder, General Manager
(Jan 13 – Aug 15)

◆ **Gained business-oriented mindset**
◆ Paid visits to clients to learn the market trends
◆ Designed promotional materials that boosted sales
◆ Developed sales and marketing strategies

Oriental Press Group
Local News Editor
(Jan 12 – May 15)

◆ **Wireframing**
Edited local news contents, composing headlines, and designing layouts

◆ **Pay Attention to Details**
Ensured the contents and visuals are appropriate

SKILLS & LANGUAGES

UX/UI	Tools	Soft Skills	Languages	
User-centred Design	Figma	Empathy	HTML & CSS	Basic
Design Thinking	Adobe XD	Active Listening	English	Fluent
User Research	Adobe Photoshop	Pay Attention to Details	Chinese	
Wireframing	Microsoft Office	Strategic Mindset	Mandarin	Fluent
Prototyping		Striving for Excellence	Cantonese	Native
		Self-directed	Japanese	Elementary
		Goal-oriented	Korean	Elementary

EDUCATION

Careerfoundry (2022)
UI Design Immersion
Frontend dev. for designer

UX Design Institute (2022)
Professional Diploma of UX Design

Lingnan University (Hong Kong, 2009)
BA (Hons) in Philosophy