

ALEX AU-YEUNG

UX/UI DESIGNER



Birmingham



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alexayuxui



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SKILLS

UX/UI

User-centred Design
Design Thinking
User Research
Wireframing
Prototyping

Tools

Figma
Adobe XD
Adobe Photoshop
Adobe InDesign
Microsoft Office

LANGUAGES

HTML & CSS (Basic)
English (Fluent)
Mandarin (Fluent)
Cantonese (Native)
Japanese (Basic)
Korean (Basic)

EDUCATION

Careerfoundry

UI Design Immersion
(2022)
Frontend Dev. for Designers
(In Progress)

UX Design Institute

Prof. Diploma in UX Design
(In Progress)

Lingnan University

BA (Hons) in Philosophy
(2009)

UX/UI Designer with background in Sales and Account Servicing. Dedicated, pro-active with relentless focus on innovation and quality delivery with the abilities to succeed beyond users' expectation. A great communicator, problem solver, confident and amiable team member pursuit permanent position in Birmingham in which to utilise my experience in UX/UI, servicing, press, language capabilities.

WORKING EXPERIENCE

Oxford University Press (China) Ltd

Account Manager

(Apr 21 – Aug 21)

- Exploring teachers pain points, evaluating and reflecting their feedback to enhance market compatibility

Sr Account Executive

(Oct 17 – Mar 21)

- Conducting usability tests on products to be launched
- Participating in focus group with carefully selected loyal clients to discover clients' needs

Account Executive

(Oct 15 – Sep 17)

- Working closely with the design team to prioritise and suggest market-justified features to make improvements such as smoothing existing features and adding new contents demanded
- Conducting sales presentations and designing clear-to-clients PPTs

The Sun - Oriental Press Group

News Editor

(Jan 12 – May 15)

- Delivering eye-catching layouts with visual elements
- Proof reading contents of newspaper front page to ensure the final layouts were best communicated for 100,000+ readers


ACHIEVEMENTS

Oxford University Press (China) Ltd

Through making the improvements on "Oxford iSolution", and maintaining close relationship with clients, I have recorded 4 consecutive years of continuous growth to 300% in sales performance.

UX/UI PROJECTS

CareerFoundry (Feb 22 – Sep 22)

- Gained recognition from my course mentor, [Anmar Matrood](#)  [Testimonial Video](#)
- Designing from scratch: from defining MVPs to designing empathic user journal map with justified data from the user research and usability tests I conducted; and from low-to-high-fidelity-wire-framing to prototyping and achieving intuitive and pixel perfect designs, both the responsive one or the native iOS and android version