

# Pak Hong Benjamin Wu

T-shaped person, passion in design, marketing, and web development  
*Generative AI enthusiast*

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Melbourne, Australia

## EXPERIENCE

### Elemetric Health Marketing and Digital Intern

May 2023 - Present

Remote, AU

- Perform market research
- Assist in establish content marketing strategy

### Academy Xi UX UI Designer (Client Project)

Oct 2022 - Dec 2022

Remote, AU

- Clients: Macquarie University & Growth Team
- Assist team leads in project management (Trello, Discord)
- Perform user research (desktop research, competitor analysis & survey)
- Develop wireframes, lo-fi to hi-fi mock-ups, user testing, and design system

### RACC Internship Trainee

Jun 2022 - Sep 2022

Melbourne, AU

- Design marketing materials including posters, carousels, and banners for Facebook and Instagram (Chinese & English)
- Develop copywriting for relevant posts (Chinese & English)
- Design and develop slides for online presentations (Chinese & English)
- Monitor and manage multiple Facebook communities

### Injoy Health Co., Ltd. IT Assistant

Dec 2017 - Feb 2018

HKSAR, HK

- Initiated prototypes and website design with the project team
- Identified the early stages of the business processes through flowcharts & BPMNs
- Represented the project team to negotiate the website development progress with outsourced developers

### Hong Kong Sanatorium & Hospital Winter Internship

Dec 2016 - Jan 2017

HKSAR, HK

- Organised and proposed hardware recycling with outsourced companies to reduce computer hardware waste during the hospital upgrade cycle through flowcharts
- Created a cluster servers connection map from a list of given IPs
- Developed an android app to check the device's hardware status to ensure its functional before handover to staff members

## EDUCATION

### UX/UI Design: Transform

Oct 2022 - Dec 2022 Academy Xi

### Graduate Certificate of Business

Jul 2021 - Nov 2021 Monash University

### Master of Design (Interaction Design)

Jul 2019 - Jul 2021 Monash University

### B.InfoTech. (Business Information System)

Feb 2017 - Jun 2019 Monash University

## SKILLS & BACKGROUND

### Industry Knowledge

- BPMN
- Business Model Canvas
- Design Research
- Design System
- Interaction Design
- Persona & CJM
- Prototyping
- Responsive Design
- SWOT Analysis
- Usability Testing
- User Experience Design
- User Interface Design
- Wireframing

### Tools & Technologies

- Adobe XD
- Discord
- Figma
- Framer
- Google Analytics
- Illustrator
- Invision
- MS Office
- Midjourney
- Miro
- Optimal Workshop
- Photoshop
- Slack
- Trello

### Other Skills

- CSS
- HTML
- Java
- JavaScript
- WordPress

### Languages

- Cantonese (Native)
- English (Professional)
- Mandarin (Professional)

### Learnings

#### Career Essentials in Generative AI

Jul 2023 Microsoft & LinkedIn

#### Agile Methodology Virtual Experience Program

Mar 2023 Cognizant

#### Foundations of User Experience Design

Jun 2022 Google

#### Design Thinking Approach

Mar 2022 Udemy