

Ya qin Chen

Visual Designer
2006~2014

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www.iamodi.com
Online Portfolio



Postgraduate Diploma
Qualification

Qualifications

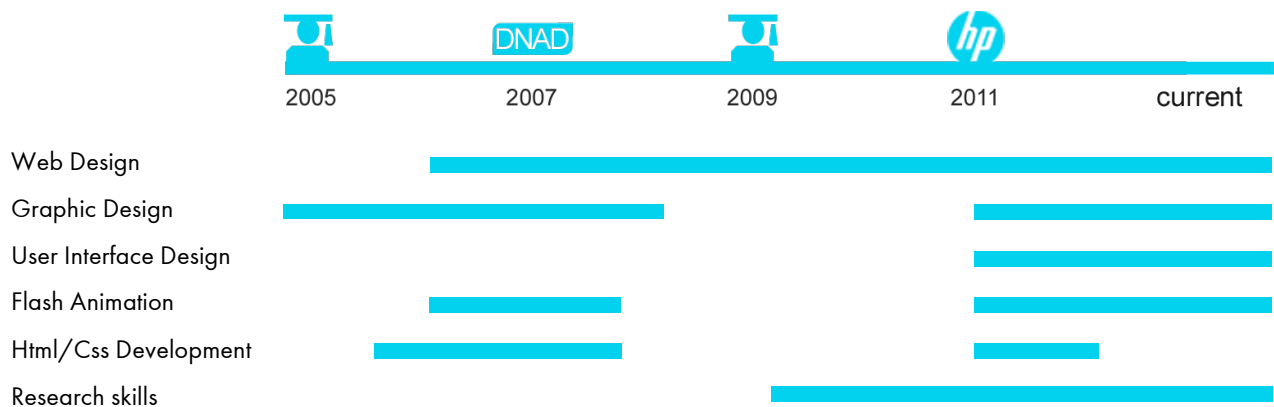
POSTGRADUATE DIPLOMA OF ARTS
07.2009 - 11.2010

MONASH UNIVERSITY
Melbourne, Australia

BACHELOR OF INDUSTRY DESIGN
09.2001 - 07.2005

KUNMING UNIVERSITY OF SCIENCE AND TECHNOLOGY
Yunnan, China

Key Skills



Employment History

AA Tourism Publishing Ltd

06.2015 (Contractor)



Department of Digital Performance

WEB DESIGNER

- Website design for AA's client: NZ cycle trail
- Create page mock ups and develop a custom Wordpress CMS graphic UI
- Apply a user friendly approach to improve their current website.
- Design animation mockup for mobile version

Hewlett-Packard Development Company, L.P

03.2011 – 06.2014



Enterprise Services, Applications Global Delivery

WEB/VISUAL DESIGNER

- Design visual page, original artwork, wireframe, iconography for website, applications and system interfaces, translate the vision and requirements of the product.
- Illustrate storyboards and user cases.
- Design animation demo for Conceptual Prototype
- Participate in the usability test and write report for projects.

SHANGHAI DNAD ADVERTISEMENT CO. , LTD

03.2006 – 04. 2008



WEB/GRAPHIC DESIGNER

- Involved in the company's website design and liaise with the technical team to launch the website by html/css development.
- Maintain, design and develop e-commerce website, animation mini-site, e-newsletters and other online projects.
- Graphic design for print (posters, signage, and promotion material, etc)

Relevant Project Experience

NEW ZEALAND CYCLE TRAIL WEBSITE

<http://nzcycletrail.com>

WEB GUI DESIGNER

07.2015

- Evaluate the current site to improve it by more user friendly way
- Mockup wireframes for interaction framework
- Design website interface both for desktop and mobile version.
- Visual GUI design for a custom Wordpress CMS theme

MHEALTH MOBILE APP MOCKUP

IOS based application demo for personal health measurement

APP VISUAL DESIGNER

04.2014

- Design app interfaces based on new ios 7 style
- Set up iconographic in line with the design theme

OLAY IPAD APP

Ipad application for OLAY internal training management platform

APP VISUAL DESIGNER

01.2014

- Upgrade mobile app interfaces

RMHC MOBILE APP

Charity fund raising app of Ronald McDonald House Charities Australia®

APP VISUAL/INTERACTIVE DESIGNER

11.2013

- Analysis of user demands, translate into visual diagram and draw wireframes
- Design app interfaces both on ios and android platform

P&G COUNTER DIAMOND WALL PCS

Kiosk touch screen for Olay counter solutions

UI DESIGNER

03.2013

- Design screen interfaces for consumer self-service
- Optimize brand visual identity in this application

EG MKTG-CHANNEL PROGRAM SYSTEM

<http://www.program.hp-partner.com.cn/>

A hp management platform open for the channel partners in China market.

WEB DESIGNER

09.2012

- Design user interfaces based on web platform
- Assist to the html/css development with visual standard guide

KFC MOBILE FOOD ORDERING APP

Online food ordering system, design for both iphone OS and Android platform.

APP VISUAL DESIGNER

06.2012 – 08.2012

- Assist in wireframe design with UI designers
- Design application interfaces.

USER TEST – CHINA HP.COM

China HP.com Easy-of-use Study was conducted to validate the ecommerce experience for hp.com in China, and improve conversion rates.

USER TESTER

05.2012

- Recruit qualified candidates from public users
- Design test procedures and questionnaires with UR team
- Moderate and record test data
- Analyse results and write test reports with team

E-COMMERCE WEBSITE – TANG STEEL GROUP

<http://tsonline.tangsteel.com/hbis/>

This project was aim to design an e-commerce platform for Tang Steel Online Trading Market, whose majority user group are the domestic buyers.

UI DESIGNER

02.2012 – 05.2012

- User analysis
- Demonstrate design proposal to set up design style and color theme.
- Design webpages for the online trading platform

MARYKAY IN TOUCH

<https://www.marykayintouch.com.cn>

This is an online community, providing the company's updated news and a

UI DESIGNER

01.2012

- Design website pages for the multi-media news.

communication platform for members.

TOPIC SELECTOR – ONLINE READER APP

A conceptual prototype, an application to offer a personal reading platform for e-magazines and newspapers.

WEB&APP DESIGNER

11.2011 – 12.2012

- Draw app wireframes
- Design templates for online magazine
- Design web pages for user operation and back-end management system

JIANG SU MOBILE CLOUD MANAGEMENT SYSTEM

Network resource management platform, with the implantation of hp enterprise solution – XCLOUD.

WEB&UI DESIGNER

04.2011 – 11.2012

- Draw layout wireframes, Develop concepts and interface models
- Set up visual solution
- Design and prototype usable interfaces for web platform

ZHONG SHEN TONG – TRAVEL ECOMMERCE WEBSITE

This e-travel website contains a booking system for domestic travelers, and a special 3D-tour of the destination technique was embedded in this system.

WEB DESIGNER

08.2006 – 08.2007

- Analyze client demand create design prototypes, and content layout.
- Set up design guide to ensure the quality standards.
- Front-end development by html/flash AS with the technical team

DNAD – COPERATE OFFICIAL WEBSITE

Our own company's website, use network resource for brand marketing.

WEB DESIGNER

05.2006 – 07.2006

- Research the latest design trends for branding communications
- Work out the website framework with the manager
- Visual design our own website with a multi-media effect.

Internship and Volunteer

CSIS (Centre for Strategic and International Studies)

A non-profit organization based in Indonesia which has served as a think tank for the government

RESEARCH AND FIELDWORK INTERN

01.2010 – 02.2010

- Research of climate change and human security in Indonesia
- Contribute to CSIS's contract proposal to the Norwegian Embassy based on the above research
- Conduct field study on a small Indonesian Island (Pulau Pramuka), studied the relationship and impacts of climate change on the coastal fishery community's livelihood.
- Lived in the local fishermen's community and interviewed the local residents

SAVE THE CHILDREN AUSTRALIA



Save the Children
Australia

VOLUNTEER OF MARKETING DIGITAL ADMINISTRATIVE

04.2010 – 09.2010

- Assist with the on going campaign 'knit one, save one', coordinate with the knitters and set up the product database
- Manage the merchandise order of STC online shop
- Edit and update website articles and pictures
- Develop online marketing, extend popularity by means of social networking. Assist to coordinate external stakeholder

Referees

ChewMing Chiu

My Previous UX manager in HP

Social Medicare Network, Hong Kong – CEO 02.2015 – now

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Neil Sanderson

Digital Performance Manager

AA Tourism Publishing Ltd

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Tel: +64 9 966 8573