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Hello, my name is

LYDIA BAE

UX/UI Designer

I am an award-winning UX/UI senior designer who is passionate about creating meaningful and beautiful web experiences. I design digital solutions that tell a story, solve a need, educate, activate, and inspire. My intent with my designs is to take care of the user journey, help users achieve their goals, and ultimately drive business success. My 6 years at Terabyte in New Zealand was my training ground in becoming a more well-rounded creative and strategic thinker. I'm excited to be moving to London in February and I hope to find a role where I can contribute my strengths, work with an awesome team, take on adventurous challenges, and make things look pretty.

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SKILLS

- Mobile & Responsive Web Design
- Web/Mobile Applications
- UI/UX Design
- Ideation/Brainstorming
- Creative Direction

- Concept Development
- Client Presentations
- Information Architecture
- User Experience Testing

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Flash, After Effects, Premier Pro)
- HTML/CSS

- Brand Development
- Graphic Design
- Motion Graphic/Video Editing
- Photography/ Illustration

HONOURS & ACHIEVEMENTS

Taste at the Cloud
Webby Honoree, 2012 (Lead Designer)

I designed a food show event website for "Taste at the Cloud", for New Zealand Trade and Enterprise to help promote NZ food industry suppliers to local and international markets. It was selected as an Official Honoree for the 16th Annual Webby Awards in the Events Category.

The website was also a runner up for Best Design in the 2012 Umbraco Awards.

Christchurch Airport Mobile Website
Best Awards, 2011 (Lead Designer)

I designed a mobile website for Christchurch International Airport and it was the first mobile website we developed at Terabyte. The website was awarded a Bronze at the Best Design Awards in the Applications category. The mobile website became one of the most useful airport websites with the ease of information display, showing flights and parking information for the airport.

Lindauer - Auckland Art Gallery
Australasia Internet Best Practice Award, 2010 (Designer)

The Lindauer website was a digital art gallery of legendary painter Gottfried Lindauer's Maori portraits. I was proud to work on a project with tremendous cultural significance. We needed to be sensitive to Maori audience and protect the integrity of the Maori language on the website. The website was awarded a 2010 Australia and New Zealand Internet Best Practice Award in the Diversity category.

Epson/NZIPP Iris Professional Photography Awards
Silver & Bronze, 2006 (Student)

Majoring in photography, I entered this national photography competition and won Silver and Bronze awards in the Student category.

CAREER HISTORY

Terabyte Interactive

April 2007 - February 2014

(6 years 11 months)

Senior Designer (UX/UI Designer)

As a senior designer for one of the oldest and most reputable web design agencies in New Zealand, I was responsible for:

• Helping to develop an iterative approach to designing responsive websites at Terabyte. This involved a lot of research and collaboration with our front end team.

• Rapid prototyping - working directly with developers to iterating quickly on new concepts and ideas

• Audience analysis, user flows and interaction design

• Discovery workshop participation

• Brainstorming/ideation

• User-centered design

• Information architecture and wireframes

• Design reviews

• Website browser and functionality testing

• Brand development

• Creating visual designs, including typography, concept, branding and templates

• Client presentations

• Mentoring other designers

Freelance Designer

January 2011 – Present

(3 years 1 month)

Designer (UI/UX Designer)

Auckland Sea Shuttles, July 2013 to November 2013

I worked as a freelancer designer with a project team to produce an online presence for Auckland Sea Shuttles. I was involved throughout the whole process including:

• Client consultation

• Brainstorming

• Branding (Logo, Brand guideline)

• Information architecture

• Website concept design

• Template design

• Client Presentations

• User testing

Stray Travel, October 2013 - Present

• Mobile Website

• Reponsive Web Design

Haka Tours, September 2013 to October 2013

• Information architecture, Website Enhancement for Tour Page

Hallertau, March 2012 - Present

• Print Design (Newsletter, Brochure)

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February 2007 – March 2007

Graphic Designer (Internship)

• Branding

• Print Design (Brochures, Maps)

• Web Design

EDUCATION

Bachelor Art and Design	Auckland University of Technology	2004 - 2007
Certificate in Art and Design Intermediate	Auckland University of Technology	2003 - 2004
Adobe After Effects	Natcoll (www.yoobee.ac.nz)	2010
HTML/CSS, Flash Action Script	Natcoll (www.yoobee.ac.nz)	2008

INTERESTS

The Internet, Web Meet-ups, Video Editing, Jewellery Design, Movies, Photography, Fashion, Coffee, Cats

REFERENCES

Steve Martin, Creative Director
Terabyte Interactive, steve@terabyte.co.nz

Doug Hanna, CEO
Terabyte Interactive, doug@terabyte.co.nz

Ellen Pickett, Digital Marketing Specialist
Stray Travel, ellen@straytravel.co.nz