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Hi, I'm Lydia Bae. I'm a freelance digital designer based in London who enjoys creating innovative websites and applications.

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. 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.

SKILLS

Mobile & Responsive Web Design
Web/Mobile Applications
User Interface Design
User Journeys

Ideation/Brainstorming
Information Architecture
User Experience Design
Creative Direction

HTML/CSS
Brand Development
Graphic Design
Motion Graphic/Video Editing

Photography/ Illustration
Adobe Creative Suite
(Photoshop, Illustrator, InDesign,
Flash After Effects, Premier Pro)

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.

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.

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. 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

Freelance Designer

September 2014 – Present
Designer (UI/UX Designer)
London based

DDB Remedy, September 2014 to January 2015

Fragmin® (Pfizer UK) - UI, UX, Art direction

OneTouch® (LifeScan UK) - Banner ads, UI/UX for sales aid app

Phantom Studios

February 2014- August 2014
Senior Designer
<http://phantom.land>

Google UK - Information architecture, Interface design, Storyboarding, Illustration, Application, Flash banner, Email Newsletter, Website

AXA Distribution Hub - Microsite

Terabyte Interactive

April 2007 - February 2014
(6 years 11 months)
Senior Designer
<http://www.terabyte.co.nz>

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
- Website browser and functionality testing
- Creating visual designs, including typography, concept, branding and templates
- Client presentations
- Mentoring other designers

Freelance Designer

January 2011 – 2013
Designer (UI/UX Designer)
New Zealand based

Stray Travel, October 2013 - January 2014

Art direction/User interface design for Stray's mobile website and responsive website

Auckland Sea Shuttles, July 2013 to November 2013

Branding, Information architecture, Art direction, Interface design, User experienced design

Haka Tours, September 2013 to October 2013

Information architecture, Website Enhancement for Tour Page

Hallertau, March 2012 - January 2014

Print Design (Newsletter, Brochure)

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February 2007 – March 2007
Graphic Designer (Internship)

- Branding
 - Print Design (Brochures, Maps)
 - Web Design
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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

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