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Hi, I'm Lydia Bae. I'm a UX/UI designer who enjoys creating innovative apps and websites.

SKILLS

Mobile & Responsive Web Design
Web/Mobile Applications
User Interface Design (Sketch App)
User flow mapping

Prototyping (UX Pin, InVision)
User Testing
Ideation
Information Architecture

Design requirements & planning
Creative Direction

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premier Pro)

Branding & Graphic Design
Motion Graphic/Video Editing
Illustration
HTML/CSS

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 HISTORY

Pushpay

August 2016 - March 2018
UX Design Lead
Auckland

- Collaborating with researchers, product managers and engineers on design requirements and user needs to solve problems clearly
- Planning and conducting a range of design activities including co-design sessions and user testing
- Creation of visual design outputs such as moodboard, high fidelity screens and component design as well as content
- Producing rapid prototypes and mockup experiences in order to gain feedback quickly
- Delivering high quality design work in a team environment
- Maintain, guide, and push the boundaries of design systems and patterns
- Mentoring other designers and provide thought leadership in user experience design
- Planning and allocating internal/external design projects to designers
- Clarity of mission and expectation
- On-time, On-budget delivery work
- Participate in recruiting and hiring designers and researcher

Yellow Labs

November 2015 – August 2016
Senior UX/UI Designer, Auckland

- Facilitating Design Thinking Workshop & Sprint
- Prototyping & interaction design
- User Interface Design
- Establish and maintain of design systems and patterns

Freelance Designer

September 2014 – November 2015
Senior Visual Designer (UI/UX)
London based

AnalogFolk, March 2015 - August 2015

Dulux - Design Language, HSBC - Data Visualization

Freemarven, March 2015

Pearson - Visual identity, Illustration

DDB Remedy, September 2014 to January 2015

Responsive website, Sales app

Phantom Studios

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

Google UK

Think with Google (IA, UI), Google Success Stories (IA, UI), Google Partners (Illustration, Story board,UI), Google AdWords (Story board, Illustration), Google Compare (Branding)

Financial Times

AXA Distribution Hub - Microsite (IA, UI)

Terabyte Interactive

April 2007 - February 2014
(6 years 11 months)
Senior Designer, Auckland

As a senior designer for a web design agencies in New Zealand, I was responsible for:
- Helping to develop an iterative approach to designing responsive websites at Terabyte.
- Rapid prototyping - working directly with developers to iterating quickly on new concepts and ideas
- User flows and interaction design
- Discovery workshop participation, brainstorming/ideation
- Information architecture and wireframes
- Creating visual designs, including typography, concept, branding and templates
- Client presentations

Freelance Designer

January 2011 – 2013
Designer (UI/UX Designer)

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

gardyneHOLT

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

REFERENCES

Doug Hanna, ex CEO at Terabyte	doug@terabyte.co.nz
Jonathan Lim, ex UX Lead at YellowLabs	hello@jonnyux.com
Jamie Lillywhite, ex Design Director at Analog Folk	lillywhitejamie@googlemail.com