

# RAPHAEL TSANG

(+61) 435 527 255  
raphaeltsang88@gmail.com

## (ASPIRING) UI/UX DESIGNER

A highly motivated product designer pursuing a Bachelor's degree in User Experience Design, with a background in customer experience and service. Redesigned websites professionally and academically using Adobe XD, HTML, CSS, JavaScript.



[Online Portfolio](#)

## Projects

### Furniture Galore

Analysis, redesign, and implementation of a bad website (responsive design).

### The Banking App

Concept banking application designed for international students and parents.

### Colour in Outfits

Interactive index of work/class/weekend outfits over the span of twelve weeks.

## Skills

### Communication

- Customer Experience
- Wireframing and Sketching
- Strong Interpersonal Skills

### Critical Thinking

- Copywriting
- Heuristic Evaluation
- Cognitive Walkthrough
- Attention To Detail

### Leadership

- Youth Group President
- IB "Group 4" Project Leader
- Camp Prefect

## Software

### Adobe Illustrator



### Adobe Photoshop



### Adobe InDesign



### Adobe XD



### Adobe Premiere Pro



### Microsoft Office and Google Drive



## Languages

English (Native)

Cantonese (Native)

Mandarin (Native)

## Education

### University of Melbourne B-Des in User Experience Design 2021 - present

- Weighted Average Mark: 85.00/100, Dean's List First Year
- Awarded Melbourne International Undergraduate Scholarship
- Featured in MSDx Winter 2021, Summer 2021, Summer 2022

### ESF Island School International Baccalureate 2013 - 2020

- 40/45 Points, Higher Level Subjects:  
7 Business, 7 English A: Language & Literature, 6 Chemistry

## Work Experience

### UNIQLO Co. Ltd. Sales Assistant 2022 - present

- Meeting and greeting all customers in a friendly manner
- Helping customers with any questions and purchasing advice.
- Exemplified keen awareness of store surroundings, maintaining merchandise and environment beyond company standards.
- Facilitated display and layout changes on the shop floor.
- Provided assistance and service in the fitting rooms.

### Abercrombie & Fitch Co. Brand Representative 2021 - 2022

- Responsible for daily store operation.
- Engaged with customers while remaining approachable.
- Communicated clearly, anticipated and responded to customer needs.
- Maintained excellent shop floor standards and cleanliness.
- Processed deliveries, maintaining tidy stock and back of house areas.

### Healthy Giant Limited Graphic Designer 2020 - 2021

- Designed packaging for 2 new product lines, 60+ leaflets and brochures.
- Built company website and advertising sticker for company van.
- Carried out product picture photography and touch-up for 30+ products.
- Composed and compiled product information through copywriting.
- Translated promotional materials between Chinese and English.

### Littleton Discovery Playgroup Playgroup Leader, Administrator 2020 - 2021

- Playgroup Leader of nursery class focused on developing (~3 years old) childrens' gross and fine motor skills, phonics, social skills, and creativity.
- Assisted and supported other teachers.
- Curated and managed daily social media posts.
- Fielding telephone calls, receiving and directing visitors, entering and maintaining records.

### Healthy Giant Limited Information Designer, Video Editor (Internship) 2018

- Produced and edited 10+ educational/promotional videos about products to be released on the company YouTube channel.
- Designed promotional leaflets of products.
- Transcribed subtitles for new and existing videos in Cantonese.

# Positions of Responsibilities

## President - Youth Group (Legion of Mary)

September 2021

- Lead weekly meetings of church group with 6-10 regular members.
- Initiate and lead discussions within meetings.
- Oversee and encourage the personal and spiritual development of members.
- Coordinate regular assignments for members, such as the visitation of elderly homes, leading choir practices, and general service within the church totaling 200+ hours.
- Organize joint events with other groups.

-  
present

## Basketball Student Coach - School

September 2018

- Planned and ran weekly basketball practice of 30 Year 8 & 9 students.
- Coached students to encourage growth in their basketball skills, athleticism, and teamwork in preparation for 16 inter-school games.
- Researched plays and drills to maximize the effectiveness of training sessions.

-  
June 2019

## Year 7 Camp Prefect - School

September 2018

- Oversaw a class of 30, Year 7, students at a 5-day-4-night camp.
- Organized activities and games for the students and guided them through challenges throughout the week.
- Consoled homesick students and monitored their wellbeing.

-  
November 2018

# Volunteer Work

- Designing and managing website for "Pay Love Forward" Non-profit organisation.
- Visiting China Coast Community Elderly Home in Hong Kong monthly.

2020-present  
2012-2019

# Skills

## Communication

- Fluent in English, Cantonese, and Mandarin.
- Communicate effectively with customers by anticipating and attending to their needs, conveying accurate information and solutions in administrative work at Abercrombie & Fitch Co. and Littleton.
- Comprehend and express brand values through design work at Healthy Giant.
- Able to collaborate and discuss with teammates about aims as a group and suggest goals of progression.
- Developed strong interpersonal skills and effective communication to audiences with limited understanding of matters discussed through years of volunteering experience.

## Critical Thinking

- Catered creative plays to increase the effectiveness of the team in basketball games and in training.
- Analyze and pinpoint key information and unique selling points through copywriting at Healthy Giant.
- Guided members through reflection and self-improvement within and outside of youth group discussions.
- Team player who is able to recognize the reasoning of others and is willing to adapt to different situations.

## Leadership

- Led 30, 11-year-old, students through a physically and emotionally challenging 5-day-4-night camp.
- Developed leadership skills through teaching classes at Littleton, further strengthening confidence and dependability while serving as president of the youth group.
- Demonstrated ability to instruct and encourage team members in various group projects, such as in leading the making of a cotton candy machine in 2 school days during the IB science "Group 4" project.

## Software

- Proficient at Adobe Photoshop, Illustrator, and Microsoft Office and Google Drive suites.
- Intermediate at Adobe InDesign, Premiere Pro, Autodesk Fusion 360.
- Pre-intermediate at Adobe Lightroom, Rhino 7.