

Samuel Siau

I'm a **product designer** passionate about designing and building delightful websites, products, and design systems that help people make a difference.

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Experience

UX/UI Designer | ArchiPro Limited

Mar 2020 - Dec 2022

I collaborate with cross-functional teams to create user-centric designs, including concepts, flow diagrams, user flow, prototype, usability testing, and wireframes. I interpret and transform them into visually appealing designs that align with the company's brand. I also contribute to expanding and maintaining the ArchiPro Design System for consistency across products and services.

Senior UX/UI Designer | Journey Digital

May 2012 - Mar 2020

As a cross-functional designer, I collaborated with clients on various projects that involved user research, user flows, wireframes, design specifications, and prototypes. I improved the designs based on the needs of the business and the users, as well as the insights from usability testing. Moreover, I designed, developed, maintained and expanded The LesMills International Design System Style Guide, a comprehensive resource for consistent and accessible design.

Web Designer | Wag The Dog agency

Apr 2010 - Nov 2011

I was responsible for creating the web design of three major retail brands: Briscoes, Living and Giving, and Rebel Sport. I oversaw the entire creative process, from conceptualizing the design to prototyping the user interface. I ensured the web design was consistent with the brand identity and met the client's expectations.

Freelance Front End developer | Spitfire

Feb 2010 - Mar 2010

Taking a design from concept to wireframe to design to live page. I have worked on projects such as the LesMills NZ website, OPD and OMD.

Digital Designer | JWT

2007 - 2009

Managed fast-paced projects with tight deadlines and great attention to detail, assisting with internal and external presentations. Created sketches, wireframes, and mockups to drive sales growth for Ford during a recession, delivering Flash ads, web designs, brand guides, and prototypes.

Skills

Design

UX Research, UI Design, User Interview, Agile Development, Information Architecture, Wireframing, Prototyping, Usability Testing, User Flow Chart, Site Maps, User Persona, Design System Thinking, Motion

Tools

Sketch, Figma, Invision, Marvel, Miro, Adobe Creative Suite, HTML, CSS, Javascript, VS Code, Github, Jira, Microsoft Azure, Axure RP, Jira

Awards

Designer Institute of New Zealand

Best Design awards - Finalist

Jan 2019

Designer Institute of New Zealand

Best Design awards 2017 Gold - Public Good awards.

Jan 2017

Silver Effie awards - Digital social media campaign for Ford Fiesta

Jan 2009

Education

Wanganui School of Design, Wanganui, New Zealand

2005 - 2007

Bachelor of Computer Graphic Design