

# 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