SHIRLEYAU
UX & UI DESIGNER
DIGITAL PRODUCTS, PRINT PRODUCTS

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SUMMARY

A seasoned digital product designer with 9 years of experience designing products across various sectors including retail, education, gaming, bank and digital advertisement business. Proficient in user-centered design processes, specializing in rapid prototyping, interaction design and final user interface visual design. Looking to excel in both analytical and creative thinking, and shape better user experience design.

EXPERIENCE

Advisory UX Designer iClick Interactive Asia Limited 9.2014 - Present
- Conduct ongoing research of web-based user interface development best practices
- Build and design prototypes of proposed features in company products
- Come up with user-centered design solutions with teams such as project managers and engineers to understand user needs and business requirements

UI & UX Designer nBition Development Limited 1.2014 - 6.2014
- Work with a junior designer to design user interfaces of mobile phone applications (games & apps) and reponsive websites. Deliverables included research, interaction flow, wireframes, prototype and final visual design

Multimedia Designer Justsolve Consulting Limited 5.2013 - 12.2013
- Lead designer and work closely with engineers from conceptualization to final visual design
- Directly communicate and organise work milestone with client
- Deliverables included online & offline products: mobile applications user interfaces, flash animation, promotional materials (prints)

Multimedia Designer Multimedia Global Limited 6.2012 - 5.2013
- Work closely with designers, programmers and project managers on mobile phone applications and digital showcases (Kiosk) interfaces, websites and offline marketing materials
- Various client projects including Hang Seng Bank, Sands Macau, Joint Publishing HK...etc

Senior Graphic Designer Fingerprint Limited 8.2009 - 6.2012
- Print design and web design for marketing and branding services
- Produced artwork for client in-store decoration.
- Communicate and organize the output process and timetable with clients
- Completing tasks by collaborating with junior colleagues

Graphic Designer Suncolor Limited 5.2008 - 7.2009
- Print design and web design for marketing and branding services.
- Printing composing and directly deal with clients' technical output problems

INTERNSHIP

Web Designer Big Fish Design Limited 10.2007 - 12.2007
- Produce front end design and html of websites

Student Assistant (Major: Design) HK Polytechnic University 12.2006 - 2.2008
- Create posters, web banners, website layouts, video editing of school faculty promotions

EDUCATION

HD in Multimedia Design & Technology
Hong Kong Polytechnic University 2006-2008

Secondary 1 to 7
Munsang College (Hong Kong Island) 1999 - 2006