Gabriel Chiu

UIUX Designer   Front-end Web Dev.

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https://spotx-studio.github.io/spotx/

Experience

Graphic Designer
In-well Limited
2021 - 2022

- Ensure high quality product covers and infographics to attract sales
- Lead creating advertisement visual materials

Freelance UIUX Designer
Spotx Studio
since 2022

- Collect and understand user behaviors with user mission analysis, user journey map, personas and user-flow map.
- Communicate precise design concepts with stylescapes, moodboards and UI previews.
- Outline UIUX design direction with low-to-high fidelity wireframes to align expectations
- Crafting complete design system to allow quick revision and unified design styles
- Create Figma interactive prototype for usability testing or collect clients' feedback
- HTML, CSS, JS coding for custom website development with interactive animations
- Light motion design for UI interaction and graphics with Rive and Lottie

Media Team Lead
TCOC
since 2023

- Manage project progress and keep things on track with Notion
- Lead UI iterations for websites, collect, communicate and improve user experiences
- Lead official website revamp with new visual concepts.
- Monitor and ensure accurate, effective creative direction of video productions
- In-depth interview video shooting and editing
- Camps and activity video shooting

Education

Bachelor of Hotel Management
Hong Kong Polytechnic University
2016-2020

- Comprehensive knowledge towards hotel operations and management
- Hands on restaurant operation experience in Bistro 1979 (both front and back of house)
- Financial analysis and forecast for hotel and restaurant sales
- Sales and marketing case studies
- 6-months internship in Taiwan Dynasty Hotel (Executive Floor Front Desk)

Skills

Design
I'm confident in various styles, especially in modern, clean and bold tones.

Web Development
I can create customized websites from scratch.

Management
I could lead creative brainstorm sessions, manage clear expectations, regular job reviews with my team and provide motivations.
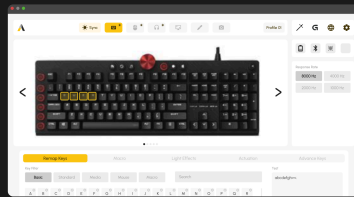
Cases & Works

Graphic Designs, UIUX Designs, Web Development

UIUX Design

Acrox | Device Customization App

Link to project files

2024

- Revise their functions and user-flows
- Create versions of wireframes to help outline and align design expectations

UNEO | Exit Bed Alarm System

https://spotx-studio.github.io/uext/

2024

- Over 1k+ caregivers are being assisted in their daily operation
- Just 1 revision on our final design draft

TCOC | Official Website

https://www.taiwanchurch.org.tw/

2023-2024

- I lead the whole UIUX design and web development
- New visuals that align with brand image
- Create precise layout for effective communication

Guider | Official Website

Link to project files

2024

- Create a new concept that align with Guider's brand vision
- Restructure their information hierarchy and copywriting
- Custom Icons

Church+ | App UI Revamp

Link to project files

2023

- Huge user-flows and structure revamp, help navigate users in multiple major functions
- Established a design system for them to keep the UI clean, scalable and unified.

UNEO | Body Pressure App

Click to view the prototype

2023

- Light loader animation
- Full Interactive Prototype

Cases & Works

Graphic Designs, UIUX Designs, Web Development

Graphic Design

510 Dream | Annual Dinner Visuals

https://spotx-studio.github.io/portfolio/graphic/510.html

2024

510 is a Taiwan local NGO that gathers resources for other small-to-medium size NGOs, they help serve and resolve social issues.

Mollifix | Visual Ads Design

https://spotx-studio.github.io/portfolio/graphic/mollifix.html

2024

A Taiwan local chain fashion brand, specialize in providing female underwear and sport wears.

Zen | Logo Design

https://spotx-studio.github.io/portfolio/graphic/zen-logo.html

2024

ZEN is a Hong Kong Insurance Team promoting customer-oriented and friendly services. They would like to have their own website and logo to display their trust-worthy image and helpful insurance tips.

In-well Ltd. | Product Ads.

https://spotx-studio.github.io/portfolio/graphic/taikeboss.html

2022-2023

These are some of the references that I created when I worked for In-well Limited.

Alpha Course | PPT Design

https://spotx-studio.github.io/portfolio/graphic/hkcell-life.html

2023

This is a PPT design project for foreign Chinses churches. They have specific topics to discuss and they would like to make things more interesting so they looked for some stylish ppt design with unique concepts.

Plusplus Puzzle | Product Infographics

https://www.taiwanchurch.org.tw/

2022

Plus Plus is a Denmark puzzle brand and one of their official distributor in HK were planning to sell their products on Tmall. We together created some product graphics to showcase the puzzle product.