TIFFANY LAU

UI/UX DESIGNER

UI/UX designer with a fashion styling/design & customer service background. Published in 4 indie magazines with the expertise in translating concepts into final designs, from paper moodboards to digital prints. Highly driven to integrating human-centered design approaches, incorporating solution-based methods with harmonious designs.

🌐 Coming soon

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📍 San Francisco
Open to relocate

SKILLS

- User Research
- Usability Testing
- Competitor Analysis
- Information Architecture
- Sitemap
- User Flow
- Wireframing
- Prototyping
- Visual Hierarchy
- Moodboards/Style guides

TOOLS

- Figma/Figjam
- Adobe XD
- Photoshop/ Illustrator
- Balsamiq
- Useberry
- Miro
- Marvel
- InVision

EDUCATION

CareerFoundry
UI/UX Design Intensive
May 2022 - Dec 2022

Academy of Arts University
Bachelor of Fine Arts - Styling
February 2016 - May 2021

LANGUAGES

- English
- Cantonese

EXPERIENCE

Girls in Tech SF Hackathon (2nd place)   October 2022
BetterMind, DBSA Mental Health Resource App

- Elaborated feasible solutions with team in a 3-day time crunch to how we might remove the barrier of cost and access to care, and empower all individuals to self-manage their mental health.
- Strategized MVP placing accessibility at the forefront, conducted competitive research, surveyed 17 users, and received feedback. Designed 37 high-fidelity screens.
- Solved the barrier of cost & access to care by taking the extensive resources provided by DBSA, offering a personal portal for DBSA at no cost.

Th.0 Agritech Hackathon (2nd place)   October 2022
Giver, Food Security Resource App

- Brainstormed food security resource barriers with team of 6 for reducing food waste to help prevent hunger.
- Constructed a sprint business model using market analysis, strategized MVP with final card sorting with team.
- Achieved a user-centric solution to solving food resource barriers by designing a food donation app & connecting them to existing organizations to feed communities.

UI/UX PROJECTS

CareerFoundry Case Study   Aug-Sept 2022
Fetch, Pet Recommendation Web App

- Applied HCD design process and mobile-first approach to design a responsive web app for dog owners to have a universal & reliable platform when searching for dog-friendly places.
- Defined the problem & solution to the dog owners' goals by collecting qualitative research through interviews and created user personas & sitemaps.
- Developed 20 high-fidelity screens through multiple iterations of preference testing. Presented a feasible & reliable platform for dog owners to access more information and improve their quality of life.

CareerFoundry Case Study   Sept-Oct 2022
Green Means Eco, Recycle Education App

- Analyzed recycling challenges through competitive research to develop a native mobile app for education on recycling.
- Administered IOS & Material guidelines to native mobile app and conducted informational & visual hierarchy.
- Designed an informational packed recycling app to reduce the unfamiliarity of how to dispose waste, while staying true to IOS & Material guidelines.