ALEX AU-YEUNG **UX/UI DESIGNER**

With 5 years of experience contributing to user research and product optimisations as an Account Manager, I am now looking to shift my focus to the field of UX design. Proven record as a dedicated, proactive, problem-solving team member with excellent communication skills. Open to relocation. Immediately available.

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in alexayuxui
✉ alexayuxui@gmail.com
📞 07706-952062
🏠 Birmingham (open to relocation)

UX/UI PROJECTS 🌐 AND TESTIMONIAL ▶

Oxford iSolution | a reinterpretation of my Oxford experience   (2023)
- Interpreting my experience at Oxford and showcasing some of the problems encountered and optimised functionalities

memoral | native iOS & Android language app   (Career Foundry 2022)
- Re-designing a language app to enhance the effectiveness of language learning by encouraging users to think and speak up in the target language using voice recognition technology

ParKING | a responsive parking app   (Career Foundry 2022)
- Designing a parking app that displays real-time occupancy and prices to help drivers find car parks and parking meters with minimal clicks

SPENDALYSE | brand building and UI Design app   (Career Foundry 2022)
- Designing a finance app aiming at helping user to save money.

WORK EXPERIENCE

OXFORD UNIVERSITY PRESS   Hong Kong
Account Manager   (Apr 2021 - Aug 2021)
Senior Account Executive   (Oct 2017 - Mar 2021)
Account Executive   (Oct 2015 - Sep 2017)
- Recording a 60% increase in user satisfaction for the digital product *"Oxford iSolution"* and contributing to the £1 million annual increase in sales revenue
- Paying site visits or facilitating focus groups to explore user needs and opportunities, and delivering in workshops the latest solutions created to more than 300 teacher representatives every year
- Validating ideas and conducting usability tests with clients to ensure designs were accurate, user-centric, and able to deliver the expected outcome to 1,000+ schools and 30,000+ teachers
- Championing design thinking and working iteratively on *"Oxford iSolution"* by collaborating with a cross-functional team in a lean environment with agile process

THE SUN, ORIENTAL PRESS GROUP   Hong Kong
News Editor   (Jan 2012 - May 2015)
- Proven strong attention to detail in news content editing on a daily basis, ensuring accuracy and readability for a readership of over 100,000
- Designing visually engaging layouts with agile delivery practises

SKILLS

User Research
Usability Testing
Affinity Mapping
A/B Testing
User Flows
Product Design
Wireframing
Prototyping
Responsive Web App
Native iOS & Android App
User-centred Design
UI Patterns

TOOLS

Figma
Adobe XD
Adobe Photoshop
Adobe InDesign
UsabilityHub
Miro

LANGUAGES

English   (Fluent)
Cantonese   (Native)
Mandarin   (Fluent)
Japanese   (Intermediate)
HTML & CSS   (Basic)

EDUCATION

UX Design Institute
Pro. Dip. in UX Design

Career Foundry
UI Design Programme
Frontend Dev. for Designers

Lingnan University
BA (Hons) in Philosophy