ALEX AU-YEUNG

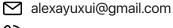
UX/UI DESIGNER

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.

alexauyeung.net



in alexayuxui





(2) 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