

GRACE LU

UX DESIGNER

CONTACT



0424493826



gracelu8167@gmail.com



www.graceluportfolio.com

EDUCATION

Bachelor of Computer Science

The University of Auckland (2007-2009)

Certification - Google UX Design

Coursera (2023-2024)

DESIGN TOOLS

Figma

Adobe XD

SKILLS

- UX/UI Design Strategy
- Mobile & Web Design
- HTML, CSS, JavaScript (basic understanding)
- User research
- Visual design
- Wireframing & Prototyping
- User flow
- Usability test
- Design Systems & Branding
- Agile & Cross-functional Collaboration

SUMMARY

A passionate and detail-oriented UX Designer with a background in Computer Science and a Google UX Design Certification. Experienced in user research, wireframing, prototyping, and usability testing. Skilled at creating intuitive and visually compelling digital experiences that align with business goals and user needs. Adept at working collaboratively with cross-functional teams to bring design solutions to life.

UX EXPERIENCE

HSBC Project (Sep 2024 - Nov 2024)

- Led user research and stakeholder interviews to inform design solutions.
- Designed a new "Dealing with Bereavement" webpage and a mobile-friendly digital form.
- Developed a case management portal allowing document uploads and status tracking.
- Created interactive prototypes to test usability and refine designs.

RSPCA Project (Jul 2024 - Aug 2024)

- Conducted qualitative and quantitative user research to understand audience behavior.
- Designed new email layouts to enhance engagement and subscriber growth.
- Conducted a usability test to evaluate and compare the engagement, and effectiveness of the old and new email versions.

Nontre Project (May 2024 - Jul 2024)

- Conducted UX research with target audiences to inform design decisions.
- Streamlined user interface for mobile shopping experience.
- Conducted stakeholder interviews and usability testing.
- Designed prototypes and wireframes for mobile homepage and product pages.

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EXPERTISE

- Communication Skills
- Client Co-ordination
- Well Organized
- Troubleshooting
- Administrative skills

LANGUAGE

- English
- Mandarin

PREVIOUS CAREER

My experience in the travel and service industries enhances my ability to understand users and improve UX design. Strong problem-solving and customer service skills help me address challenges effectively. With a background in Computer Science, I have a clear grasp of UI/UX technical constraints, allowing me to create practical and user-friendly designs.

Bilingual Customer Service Consultant (Call Center)

USANA Australia | Jun 2017 – Jan 2020

Corporate Inbound Travel Consultant

E-tours Australia | May 2016 – Jun 2017

E-commerce Business Development Coordinator

China Holidays Travel Group | Jul 2013 – Sep 2014

Travel Consultant

China Holidays Travel Group | May 2012 – Jun 2013