

Polly Au

PRODUCT DESIGNER | UX RESEARCHER | UI DESIGNER

<http://pollyau.com>
powahpollyau@gmail.com
0451172935

Experienced Designer with a demonstrated history of working in the Information Technology and Startups industry. Skilled in Management, Business Development, Social Media, Graphics, and Advertising. Strong arts and design professional with a Master of Business Administration (M.B.A.) focused in Information Technology from the University of Technology Sydney.

EDUCATION

Master of Business Administration

University of Technology Sydney

2017 - 2019

Major: Information Technology (Interaction Design)

Electives: Human Centred Design Methods, Interaction Design, Internet Programming, Strategic Management, Data Analytics

Bachelor of Industrial Design

University of Western Sydney

2010 - 2015

Major: International Design Management

Electives included: Branding Design, Principles of Marketing, Rapid Prototyping, Design Research

WORK EXPERIENCE

Product Designer

XpertFinder

NOV 2019 - CURRENT

- Plan UX research activities, interviews, form personas and produce wireframes for implementation.
- Conduct Heuristics Usability testing, recruitment and reporting for UX recommendations.
- Implement UX recommendations into Hi-Fidelity UI designs and hand off to developers to ship.
- Contribute to high-level strategic decisions with the rest of the product and executive teams.
- Give and seek feedback from team members in order to continually improve the product.
- Work in a multidisciplinary team to oversee the user experience of a product during sprints, from conception until launch.

UX/UI Designer

HandUp

MAY 2019 - CURRENT

- Conduct background research and turn them into something brings value to the Users and Customers through discovery phase.
- Lead on a variety of design workshops including branding, pitch deck, wireframes and logo design.
- Conduct UX interviews, sythise results and affinity diagramming on Trello and produced wireframes.
- Develop High Fidelity UI Interface, and personas with Adobe XD and Powerpoint.
- Design flows and experiences that are simple and elegant.

UI Designer

maracuja @ remotely (Germany)

JAN 2019 - MAY 2019

- Assist on a variety of design tasks including branding, responsive landing page and logo design.
- Manage a Design System with UI Interface for mobile platforms, and printed material.
- Draft personas and customer journey mapping using Adobe XD, Sketch and Powerpoint remotely.
- Implement UX recommendations into Hi-Fidelity UI (Native Apps) and hand off to developer.

Graphic Designer

Fiona Price Mental Health First Aid Training

MAY 2017 - CURRENT

- Draft media releases, print material, social media, and newsletters communications for approval.
- Assist with operational tasks such as managing catering and welcoming participants.

Graphic Designer

Serco APAC

FEB 2018 - JUL 2018

- Maintained tender submissions status reports, feedback and data management.
- Formulated infographics with Adobe Suite for graphical representations and adhering to style guide.
- Contributed to a number of projects with budgets up to \$2B and teams of between 20 and 30 Subject Matter Experts.

UX/UI Designer and Marketing Manager

Michael Davies Architecture

AUG 2015 - DEC 2017

- Responsible for branding and website development through SWOT analysis, brainstorming activities, user task analysis, user profiling, concept generation, design development, design implementation, and SEO marketing.
- Delivered, wrote, designed, coordinated, controlled, and presented Professional Services Proposals and responded to tender submissions for clients in primarily public sector within tight timeframes.
- Leveraged software tools such as Adobe Photoshop, Illustrator, InDesign to achieve marketing objectives.
- Guided quality assurance ISO9001:2008 audit and organised external publications.

Graphic Designer

Anya Hurwood Design

2015

- Conducted marketing research to identify target market, created print and digital media campaigns.
- Organised social media and directed a rebranding exercise.
- Generated a runway music video with existing footage.
- Utilised design tools such as Photoshop, Final Cut Pro and Illustrator to deliver objectives.

Art Gallery Event Assistant

705 Studios

2014

Design Consultant

South Sudan Service for the Treatment and Rehabilitation of Torture and Trauma Survivors

2013

Social Media Intern + Marketing Assistant

7pm Anywhere Inc

2013

Design + Illustration Assistant

Indi Kindi - Naggla Project

2013

Graphic and User Interface Designer

4D Systems

DEC 2011 - MAR 2012

- Built, developed and created user interface for company website, motion and print advertising, photo editing, brochure, and packaging design within timeframe.
- Coordinated with a print manufacturer in China and website developer in Spain.

RELEVANT SKILLS

Communication - High level written, verbal and interpersonal communication skills honed through work experience writing copy and through studies in Business degree.

Client Relationship - I was responsible for several clients, acting as first point of contact and managing accounts at Michael Davies Architecture.

Problem Solving - Keen analytical and problem solving ability demonstrated through my marketing work and other cultural extracurricular activities and hackathons, requiring me to resolve last minute problems and unexpected challenges.

Teamwork and Customer Service - As an Installation Assistant with VIVID, I have worked in teams and facilitated patrons for interacting with artworks.

Project Management - Demonstrated experience managing a number of projects with budgets up to \$500K and multidisciplinary teams of between 5 and 10 subcontractors.

SOFTWARE SKILLS

Adobe and Design Suite - Photoshop, Illustrator, XD, InDesign, InvisionApp, Sketch

Microsoft Office Suite - Word, Powerpoint, Excel, Outlook, Project, Visio

Coding - Understanding of HTML, CSS, JAVASCRIPT, PHP

MANAGEMENT SKILL

Design - Sketching, Facilitating Workshops, User Persona, User Journeys, User Research, Interviews, Usability testing, Print, Website, UI + UX, Branding, Corporate Style Guides, Capability Documents, Image Manipulation, Digital Media Management

Marketing - Engagement Research, Segmentation, Action Plans, Professional Services Proposals (EOIs, RfQ, RfT, RfI, Panels), B2B and B2C, SEO, Post project marketing research

Project - Design team management, Budget management, Return Brief, Quality Assurance ISO9001:2008, Auditing

PROFESSIONAL AFFILIATIONS

Design Institute of Australia

Member of the Design Institute of Australia - Design Management

Australian Graphic Design Association

Member of the Australian Graphic Design Association

Interaction Design Foundation

Member of the Interaction Design Foundation

VOLUNTEERING EXPERIENCE

VIVID 2019

Installation Assistant

REFEREES

Referees available upon request

HACKATHONS

NASA

Space Apps Challenge 2018
SpaceTrip - UX designer

Game Jam

UTS Student Game Jam 2018
Scattered - UX designer

LANGUAGES: PROFICIENCY

English: Native - Bilingual

Cantonese and Traditional Chinese: Bilingual

Mandarin and Simplified Chinese: Working