Vivian Wei Lu

UX / UI DESIGNER

📞 +61 432458950

✉ viv.weilu@gmail.com

🌐 www.vivianweilu.com

in linkedin.com/in/vivian-wei-lu

EXPERIENCE

UX/UI Designer

AuctionsPlus, Sydney | Full-time

Jun 2022 - Jun 2024

- Led end-to-end UX/UI in designing user-centric products and services across web and mobile platforms from problem definition to UI implementation.
- Conduct user research through surveys, interviews and usability testing to understand user needs, behaviour and pain points.
- Create user flow, wireframes and prototypes to visualise the layout and functionality of the product, therefore communicating design concepts and solutions effectively.
- Design intuitive, engaging and visually appealing interfaces that enhance the overall user experience.
- Collaborate closely with product managers, developers and other stakeholders to translate user needs and business goals into feasible design solutions.
- Iterate designs based on feedback and usability testing results to optimise the design.
- Ability to manage multiple tasks according to priorities.
- Stay updated on industry trends and best practices in UX/UI design.
- Establish and maintain design systems and style guides to ensure consistency across different products.

UX/UI Designer

UCOT Australia Pty Ltd, Sydney | Full-time

Sep 2019 - Jun 2022

- In collaboration with the Product team, facilitate workshops and user testing, and create persona and user journey maps.
- Build concepts from user research and translate them into sketches, user flows, sitemaps, and wireframes towards high-fidelity prototypes.
- Present design work to team members and stakeholders.
- Work closely with development teams to ensure that all designs are technically feasible within the project's scope.
- Work in an agile environment to enable quality deliverables to meet business needs and deadlines.
- Build and maintain a style guide aligned with our brand, ensuring a balance of colours, textures and interactive elements.

TOOLS

Design Tools

Figma & Figjam | Sketch | Invision | Axure | Photoshop | Illustrator

Presentation & Admin Tools

Microsoft Office | Google Docs | Keynotes | Miro | Jira | Slack

ABOUT ME

I'm a passionate UX/UI designer with 5 years of experience in creating engaging digital products and services. My background in Architecture design has endowed me with a keen eye for detail, a passion for problem-solving, and a deep understanding of spatial design.

With a blend of design expertise and user-centric mindset, I strive to deliver products with a positive user experience which also captures value for the business.

SKILLS

User Resarch

Wire-framing & Prototyping

UI & Interaction Design

Collaboration

EDUCATION

General Assembly, Sydney, Australia

User Experience Design Immersive

Feb 2019 - May 2019

The University of Auckland, New Zealand

Master of Architecture

Feb 2008 - Feb 2010

Bachelor of Architecture

Feb 2005 - Feb 2008