Sean Si

UX / UI designer

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UX /UI Skills

UX Research
Prototyping
Wireframing
Branding
UX Strategy
Information Architecture
User Flows
Userbility Test

Tools

Figma
Miro
Photoshop
Imovie
Terro
Slack
PHP / HTML / C#

Education

Academy Xi

UX / UI Design

University of Tasmania

Master of ICT and systems

EXPERIENCE

UX/UI Designer (Volunteer) / Code for Australia   Dec 2021 - Present

- Design Hi-fidelity mockups for a calculator in both desktop and mobile, in 'Mobile first' design team, help people working in city council to estimate their carbon emissions on trave to work.
- Improve main flow to ensure the user flow and results are meaningful and reasonable.
- Promote communication with the Dev team to hand over design patterns about Frames, Library, Design system, etc., to make sure the Dev team has enough support.

Product Designer (Intership) / Joidea Group   Dec 2021 - Present

- By client's initiative, my designs (Icon / Landing page) across mainly on concise, luxurious and mystery style.
- Rapid building responsive design in Figma and using Adobe suite from time to time

UX / UI Designer (Project) / EndeavourX   Oct 2021

An end to end project working a career website for EndeavourX.

- Promoting the solution from research and insight from feedback. which lead to the direction of 20% content in the whole project.
- Setting up a new components / UI libraries and design systems for the project promoted an increase of 30% iteration speed
- Doing more than 7 usability tests and syncing feedback helped iterate the entire project's content by more than 50%

UX / UI Designer (Project) / Dan Murphy   Sep 2021

A client project redesigns the chatbot for retail to help it increase engagement with the end-users.

- Complete UX research including quantitative and qualitative which helps the design team clear the relationship between chatbot and customer service
    - -Making UX strategy on the design process and research plan. including survey, interview and desktop research
    - -Create empathy map, affinity map, customer journey map, personal
- Rapidly iterated wireframes and Hi-fidelity prototypes on personality quizzes, based on usability test feedback, make sure more than 80% of users feel the chatbot is fun and helpful to them to make decisions