

# Sean Si

## UX / UI designer

### Contact

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### Bio

I am a UX/UI designer with a design and IT background in constructing and conducting UX strategies. Currently, I am working in Joidea Group and volunteer in Code for Australia. My strengths in digital design are dividing a goal into multiple reasonable and fast finishable tasks and rapidly transforming ideas into wireframes.

Previously studies in research, information management and coding have been refined in my master's degree in UTAS, which led me to understand the UX world from a developer perspective when it is necessary.

### Experience

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

A non-profit group with designers and development teams working together aim for improving social good by power of digital information

- Design Hi-fidelity mockups for a calculator on both desktop and mobile in the 'Mobile first' design team.
- 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, and design system to ensure the dev team has enough support.

#### Product Designer (Internship) / Joidea Group Dec 2021 - Present

An end to end projects based start-up company supplies digital product services

- By client's initiative, design icons, landing pages in different styles
- Rapid prototyping and responsive wireframing design in Figma

#### UX / UI Designer (Project) / EndeavourX Oct 2021

An end to end project working on a career website for EndeavourX, an excellent digital transformation agency for Endeavour Group.

- Setting up online meetings and communicating with different roles of the design team ( UI designer, researcher, and content writer), ensuring the design process caught up with the timeline.
- Promoting the solution from research and insight from feedback led to the direction of 20% content in the whole project.
- Setting up new components / UI libraries and design systems for the project promoted one extra iteration than planned.
- Doing more than 7 usability tests and syncing feedback helped iterate the entire project's content by more than 50%

### Education

#### Academy Xi

UX / UI Design  
Jul - Oct 2021

#### University of Tasmania

Master of ICT and systems  
2017 - 2019

### UX /UI Skills

Rapid prototyping  
Rapid wireframing  
UX research  
UX strategy  
Information Architecture  
User Flows  
Usability test

### Tools

Figma  
Miro  
Photoshop  
Trello  
Slack  
PHP / HTML / C#

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### Experience

#### 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 iterate wireframes and High-fidelity prototypes on personality quizzes, based on usability test feedback, 7/9 of users feel the chatbot is fun and helpful for making decisions.

#### Process Worker / Huon Aquaculture

Apri. 2020 - Feb. 2021

- Understanding and coaching new staff with different cultural backgrounds in various ways to have further skills and understand the procedure of production
- Coordinate people's jobs based on personalities to ensure the quality and quantity of the product.

#### Project Engineer / DeepBlue Pump

June. 2015 - June. 2016

- Reading and comprehending projects goals through research and communication with clients
- Provide engineer plans to clients
- Communicate with manufactory engineer and arrange production plan
- Test final products and correct or remodelling of products that failed in testing

### Strength

Multi-tasks management

UX Research

Rapid wireframe

### Currently Upskilling

Interaction design