

# David Lau

Product Designer

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## About Me

Hi, I create beautiful experiences and interfaces through user research, wireframes, prototypes & data driven proof to concepts for web and mobile.

I take a goal-driven-design approach to find the perfect balance between usability and aesthetics, to create products with engaging user experience, while prioritising return on investment for clients.

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## My Experience

### [Blenheim Chalcot](#) / Lead Designer

JUL 2017 - DEC 2017, LONDON, UNITED KINGDOM

Working with Blenheim Chalcot and Countrywide to build a brand new startup aiming to digitalise the mortgage loan application process from end-to-end.

My responsibilities as lead designer:

- UX wireframing, info architecture, user journey mapping of the end-to-end customer and mortgage advisor (Middle office).
- Visual UI design.
- Atomic design system within Sketch (Libraries).
- Responsive web rapid prototyping.
- Design to development delivery efficiency.
- Implementation of brand into design (Graphic elements vs photos).
- Marketing deliverables.
- Maintaining design consistency across all platforms.
- Mentorship to team of 4 designers (perm / contract)

### [Sush Mobile](#) / Design Lead

OCT 2013 - JUL 2017 (3 years 10 months), AUCKLAND, NEW ZEALAND

Based in Auckland, New Zealand. We build web & mobile solutions, specialising the financial banking, health & government sector with clients such as [Kiwibank](#), [Inland Revenue](#), Westpac & ASB. I have designed products for other industries such as telecommunications, real estate, e-commerce, workforce automation, medical and social media, for the likes of [NZ Blood Service](#), [My Food Bag](#), [QV](#) and [Spark](#).

[Sushmobile.com](http://Sushmobile.com)

My responsibilities as the design lead:

- Implementing digital design processes, ranging from UX wireframing, info architecture, user journey mapping, UI Design, Prototyping.
- Client consultation and facilitating product strategy workshops.
- Hands on experience with design tools such as illustrator, Sketch, Zeplin, InVision, and supporting plugins.
- Creating and conducting usability testing scenarios.
- Building prototypes and production level front-end code using HTML5,

CSS & JQuery.

- Good understand of development principles and tools such as Xcode / Android development studio and Git.
- Ability to execute complex ideas using prototyping tools such as Principle, Flinto and Proto.io.
- Research & development in design trends and new technologies such as chat bots, Webflow, Bubble.is and Zapier (no-coding tools).
- Management of a team of 5 designers across 2 different cities.
- Maintaining a high level of design standards from my team through mentoring, collaborating and style guides.
- Facilitate design reviews within my team and across different team disciplines to cross-pollinated ideas.
- Building & presenting client design proposals.
- Resource planning and estimation.

### **Designstarters** / Founder

SEP 2015 - PRESENT (1 year 5 months), AUCKLAND, NEW ZEALAND

We are a bunch of user-experience designers who creates awesome UX/UI, wireframes, product strategy, prototypes for startups, small businesses & entrepreneurs, who bring their ideas to life through user-centric, design thinking.

### **Thriftyly** / Product Designer

SEP 2013 - MAR 2014 (7 months), NEW YORK, USA

Co-Partner of Thriftyly, a digital storefront for thrift shops. Built on HTML5 Mobile framework & Ruby on Rails backend. I worked on the design & frontend.

### **Blockscouter** / Frontend Designer

JAN 2013 - SEP 2013 (9 months), NEW YORK, USA

Blockscouter is a startup that builds one-pager maps for tourist cities. I was responsible for Information Architecture, UX, UI, Front-End Development and web design.

### **RedRover Labs LLC** / Lead Mobile Designer

OCT 2012 - JAN 2013 (4 months), NEW YORK, USA

Tasked with the mobile design for IOS app and some work on the landing page and web portal, both UX and Visual Design.

### **Sush Mobile** / Product Designer

FEB 2011 - SEP 2012 (1 year 8 months), AUCKLAND, NEW ZEALAND

I was responsible for designing wireframes, workflows, site maps and visuals/mock-ups and graphic user Inference for mobile applications. This ranged from native, hybrid and web mobile development platforms for iOS, Android, Blackberry and tablet projects. I also did a lot of the marketing tasks.

### **Architectus** / Visual Designer

FEB 2010 - SEP 2011 (1 year 1 months), AUCKLAND, NEW ZEALAND

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## My Skills & Tool Sets

### SKILLS

Mobile / Web

Rapid Prototyping

Atom Design Systems

UX Design / Wireframing

Visual UI Design

UX Research

UX Writing

Product strategy

### TOOLS

Sketch / Figma

Adobe Suite

Marvel / Invision / Proto.io / Zeplin

Webflow Design / Bubble.is

Zapier / Shopify integration

Keynote / After Effects / Principle

Frontend HTML/JS

**\*Currently learning [Unity 2D \(Udemy\)](#)  
& [Webflow Interactions 2.0](#)**

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## Education & Training

**New York University** / User Experience (UX) Design Immersive, Human Computer Interaction, Grade: A (1 Month intensive course)

APRIL 2014, NEW YORK, USA

**General Assembly** / Ruby on Rails Full Stack web development (3 month intensive course)

JULY 2013 TO SEPTEMBER 2013, NEW YORK, USA

**University of Auckland** / Master of Architecture (M.Arch.), Architecture and Design, Grade: First Class with Honours

2009 TO 2010, AUCKLAND, NEW ZEALAND

**University of Auckland** / Bachelor of Architectural Studies (BAS)

2006 TO 2008, AUCKLAND, NEW ZEALAND

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## Awards

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**3x Project Finalist for Best Design Awards / New Zealand / 2016**

My Food Bag Mobile App,

New Zealand Blood Service Mobile App,

Kiwibank Mobile Banking App

**First Place in Glamour Magazine and the Council of Fashion Designers of America's recent "Dressed to Code" hackathon / New York / 2013**

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## Additional Notes

**Language** : English, Cantonese

**Interests**: Squash, Gym, Campervanning, Scooters, Computer Hardware

**Visa**: Tier 5 Youth Mobility - Valid until August 2019 (No sponsorship required)

**References**: UK based & International referees both available on request