



CHLOE 方

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### Core Skill Set:

Experience collaborating with product managers, designers and engineers to bring ideas to life.

#### Research:

Literature Reviews, Diary Studies, Ethnography, Usability Testing, Stakeholder Interviews

#### Design:

Wireframing, Prototyping, UI design, CAD, VR Mockup Rendering

References and full portfolio upon request

I love figuring out how things work, but what fascinates me the most is what makes people tick. I believe that technology augments human interactions, rather than replaces them.

User centred design is at the core of my practice, but I believe that to design a great experience, you not only need to put yourself in the users shoes, but also at least have to have an understanding of the technical strengths and limitations.

I am currently an Innovation Experience Executive at [Somo](#), leading in the UX of emerging technology experiments: namely VR/AR/MR, applications of artificial intelligence APIs, and voice.

The UX of many new technologies are not standardised across the industry due to the pace of engineering innovation. Based on user behaviour, I have designed guidelines and thought leadership articles that have been used across the sector.

## Recent Work Experience

### Innovation Experience Executive, Somo

2016 - Present

Innovation responsibilities:

- Researching, understanding and testing the capabilities of emerging technologies; and educating the rest of the business about the findings
- Working with designers and developers to create proof of concepts to solve business and user problems
- Identifying, solving and reviewing the usability of these POCs, sharing the learnings with our product owners to improve the experience
- Evaluating and conducting qualitative user research to discover how users interact and experience new tech, which informs the direction, UX and UI of Somo's products
- Creating experience design guidelines based on observations of users interacting with VR and voice input
- Producing roadmaps for "Products of the Future" to better prepare clients for the future of digital

UX responsibilities:

- Facilitating client hack days to identify customer frustrations and pain points, to inform the product scope and requirements
- Information Architecture and wireframing applications for a national audience
- Designing and conducting discovery research before project kick-off

Clients include: Audi UK, Aldermore, BT, Volkswagen Group, Melia Hotels.

### Digital Design Strategist, Bhagat Hari Singh Charitable Hospital

2016 - Present (Pro Bono, Project in Development)

*BHS Charitable Hospital is a hospital in rural India, providing subsidised healthcare for rural villages. I was brought in to consult on their digital strategy*

Design

- Creating design guidelines for a brand refresh; including colour and typography, as well as liaising with outsourced logo designers
- Modernising their old flash website into a mobile friendly, HTML 5 site
- Information architecture, wireframing and prototyping of the website
- Visual design and front end development of the site using a Wordpress
- Payment, Mailchimp and contact form integration

Strategy

- Working with the client to create a 5 year digital and offline roadmap
- Defining the direction of which demographic to target for donations
- Researching on the donation habits British born Indian baby boomers
- Implementing marketing material through the right channels of delivery.

Creative,  
analytical,  
and forever  
curious.

I was that  
child who  
always asked  
why.

Twitter: @clowster

Instagram: theclowster

Medium: @clowster

Human Languages: English,  
Cantonese, Mandarin, and a  
bit of French

### Teacher, Education First

Jul - Oct 2015

Teacher of English as a second language to adults aged 16+

- Teaching students with a range of English abilities from absolute beginners to advance learners, understanding their abilities and adapting lesson plans to suit their needs
- Planning activity based, dynamic lessons to ensure students are always engaged with the material
- Understanding the goals of each student in multicultural (10+ countries) and multi-aged (16-74) classrooms
- Ensuring that all students achieved learning objectives

### Design Intern, Proporta

2014 - 2015

1 year placement in the Hardware Engineering Design team

- Lead designer for the 2015 tablet range and all Argos Proporta products, liaising with the factory and client to meet budget and timeline requirements
- CAD and 3D renders of cases for client proposals
- Lead designer for the company's 1 best seller the Beachbuoy
- Lead UX and UI design for the rebrand of Proporta's B2B and B2C newsletters
- Lead art direction for the company's print advertising
- Contribution to Ted Baker AW15 and SS16 phone case designs

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## Education

### BSc Product Design, University of Brighton

2012-2016

1st Class Honours, twice awarded the annual Product Design School Prize for outstanding achievement

- An industrial design course based on a user centred approach of research, ideation, development and launch
- Invented Encuro Blocks, a set of NFC enabled blocks to help users with mental health problems visualise their troubles and share with their families
- Created Kelvin, a plant shaped thermometer that closes its leaves to alert older of dangerously low indoor temperatures

### Cert.HE Sports Medicine, University of Glasgow

### International Baccalaureate Diploma, West Island School, Hong Kong

2008-2010 - 32 points overall

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## Software:

**Proficient:** Adobe Creative Suite (Photoshop, Illustrator, Indesign), Sketch, Marvel, Solidworks, Blender, Rhino, Tilt Brush

**Experience in:** Adobe XD, Premier Pro and HTML, CSS  
(Currently learning JavaScript)

On Saturdays, you will probably find me in front of a goal in a giant foam suit, continuing the hockey goalkeeping tradition for the 3rd generation; or you will find me in the kitchen, conducting a new food experiment, combining the flavours of Chinese, Italian and Indian cooking.