



CHLOE 方

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Core Skill Set:

Research:

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

Design (UX /UI):

Workshop facilitation
User Testing,
Wireframing,
Prototyping, UI
design, CAD, VR
Mockup Rendering

Product Management:

Understanding
technical
requirements,
Writing Design
and Development
requirements,
product scoping and
roadmapping

References and full
portfolio upon request

I'm a product designer/researcher who has helped many organisations, from multinationals to small charities, create and launch products and services globally.

I love figuring out how things work, but what fascinates me the most is what makes people tick.

User centred design is at the core of my practice. I believe that in order to design the best experiences, not only do you need to put yourself in the users shoes, but also have an understanding of the technical strengths and limitations for the chosen platforms/interfaces.

For the past 2 years I've been working at a innovation agency in London, making apps, virtual reality experiences, voice interfaces and services.

Work Experience

UX Designer, Somo

2017 - Present

- Leading research studies to understand user needs and requirements
- Leveraging analytics and research insights to guide the design process
- Facilitating workshops and requirements gathering sessions with clients and stakeholders
- Working collaboratively with product, design and engineering team to define the product vision and scope
- Creating user journeys, flows, sketches, wireframes and annotations
- Designing high fidelity mockups and animations for web, mobile, voice and AR/VR
- Developing clickable prototypes for rapid reviews, development and testing
- Working on short design sprints to develop proof of concepts
- Assisting with pitches and contribute to scoping projects and timelines
- Writing test scripts and conduct user testing sessions to validate proposed solutions
- Working closely with the product, design, tech and QA team in an agile sprint environment

Clients include: HSBC, De Beers, Volkswagen Group, Audi

Innovation Experience Designer, Somo

2016 - 2017

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
- Creating experience design guidelines based on observations of users interacting emerging technologies such as VR and voice UI
- Producing roadmaps for "Products of the Future" to better prepare clients for the future of digital

Digital Design Strategist, Bhagat Hari Singh Charitable Hospital

2016 - 2018 (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.

Twitter: @clowster

Instagram: theclowster

Medium: @clowster

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
- Researching on the donation habits British born Indian baby boomers
- Implementing marketing material through the right channels of delivery.

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

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, IXDA Interaction Awards 2018 Finalist

Cert.HE Sports Medicine, University of Glasgow

International Baccalaureate Diploma, West Island School, Hong Kong

2008-2010 - 32 points overall

Software:

Adobe Creative Suite (Photoshop, Illustrator, Indesign), Sketch, Marvel, Solidworks, Blender, Flinto, Invision Studio, Adobe XD, Premier Pro

(Currently figuring out the best way to rapid prototype in VR)

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

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.