Paul Lau
Product Designer

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ABOUT ME

I'm a product designer based in London with experience in delivering end-to-end UX/UI solutions. I'm passionate about improving the lives of others through design and am constantly looking to learn new things everyday.

EDUCATION

Google UX Design Professional Certificate
Coursera

BA (Hons) Marketing and Media
London South Bank University

SKILLS

Figma/Figjam

Sketch

Miro

Invision

Userzoom

EXPERIENCE

Product Designer • TSB Aug '23 – Present

At TSB, I bring my UX design skills, good communication, and teamwork to find solutions that are all about our customers!

- Led co-creation sessions and user testing to understand user needs and validate ideas.
- Developed app features and webpages focused on youth money confidence, empowerment, and understanding.
- Created user journey maps, concepts, hi-fi mockups, and prototypes to communicate design solutions.
- Presented research findings, concepts, and business gains to stakeholders online and in person.

UX/UI Designer • HealthMoni Sept '22 – Aug '23

At HealthMoni I have been key a member of a small design team for a health and social care fintech startup developing user-centred design solutions and leading UX/UI.

- Leading design, creating accessible and intuitive screens
- Utilising qualitative and quantitative research to solve user frustration. Presenting to and working with focus groups to understand how to improve UX/UI
- Developing user journey map, multiple concepts, hi-fidelity mockups and prototypes to effectively communicate design solutions that delight our users
- Presenting design to gain buy-in from senior stakeholders

UX/UI Designer • FINZ Money Jun '22 – Sept '22

During my time at FINZ I've had the opportunity to work on user centred design solutions while gaining invaluable experience working for a FinTech startup.

- Working with creative lead to develop engaging user centred experiences
- Using research to understand the user through persona and user story development
- Development of user journey map, design concepts, wireframes, low and high- fidelity mockups, and prototypes to communicate design solutions
- User testing planning and development.

Teacher and Learning Experience Coordinator • King's College London Jul '18 – Jun '22

In this role I lead a range of agile projects centred around collaborative working to drive a culture of excellence with the user front and centre.

- Plan, facilitate and lead process fix challenges across faculty
- Map user journeys to make improvements and streamline existing processes
- Develop, manage, and deliver onboarding processes for new and returning students
- Use insights from qualitative and quantitative research, student feedback, and face- to-face interviews to lead project improvement planning, understanding opportunities, and influence stakeholders to make informed decisions.

Student Experience & Graduation Coordinator • St George's, University of London Jul '16 – Jul '18

My first role understanding the importance of user experience, using research to drive change.

- Develop user experience strategy, utilise insights from local and national surveys, and qualitative interviews
- Leading on the planning, management, and delivery of graduation ceremonies
- Recruitment, management, and training of Graduation Assistant.

Widening Participation Officer • St George's, University of London Sept '14 – Jul '16

Working in widening participation has given me a solid understanding of accessibility and representation. Something that I continue to champion in my roles.

- Develop and coordinate range of activities to inspire underrepresented groups into higher education
- Curation and management of a series of residential spring and summer schools
- Development of relationships with key stakeholders; including local schools, colleges, and government bodies