

# Paul Lau

## UX/UI Designer

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### ABOUT

I've spent several years working in user centred roles, leading projects that drive change. Championing user opinion to deliver agile, lean and pragmatic solutions. I'm currently working as UX/UI Designer at HealthMoni. The role has given me the opportunity to lead design as part of a small team, as well as develop and build on my UX skills and knowledge. I'm ambitious and I am now looking for my next challenge as I continue to grow my career in UX/UI.

### EXPERIENCE

#### UX/UI Designer

HealthMoni • September '22 – Present

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 Intern

FINZ Money • July '22 – September '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 centered 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.

### EDUCATION

#### Google UX Design Professional

##### Certificate

2022

#### BA (Hons) Marketing and Media

London South Bank University

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### SOFTWARE

#### Figma

This is my primary design tool, but I am also familiar with Sketch and Adobe XD.

#### Miro

I use this tool for creative thinking and collaborative sharing. It is great for persona and journey mapping development.

#### Slack

I use Slack in my current role but I'm also familiar with MS Teams.

#### ClickUp

I use this in my current role to manage workload and projects.

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### SKILLS

Leadership  
Accessibility  
Critical thinking  
Problem solving  
Project management  
Collaboration

### **Teaching and Learning Experience Coordinator**

King's College London • Jan '21 – September '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
- Implement changes to improve user experience for students returning after interruption
- Develop, manage, and deliver onboarding processes for new and returning students
- Work collaboratively across departments to improve end-to-end user experience
- 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 Coordinator**

King's College London • Jul '18 – Jan '21

In my first role at King's, I had the opportunity to redesign the on-boarding user experience for new students, designing a process that capitalised on user feedback.

- Lead internal user experience focused forums to advocate user-centered solutions to improve user experience and retention
- Write proposals and presenting ideas to senior stakeholders to gain buy in for new projects.
- Oversee research and iteration process of Virtual Learning Environment for new students joining faculty
- Curate and edit website copy to improve user journey during on-boarding process
- Develop and understand basic HTML coding

### **Student Experience & Graduation Coordinator**

St George's, University of London • Sept '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
- Management and training of Widening Participation Coordinator.