JIMMY HUA
UX Designer

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Work Experience

UX Designer
TABCORP   Nov 2022 - Present

- Working in agile with engineers, product owners, business analysts & key internal & external stakeholders across multiple scrum teams to create & deliver exciting digital wagering products for our 1m+ active users in a highly regulated and competitive industry
- Conducting research, prototyping (iOS, Android & Web), clarifying design specs with Flutter developers, conducted workshops, designed rapid experiments (pretotyping), built design system, mentored new designers
- Shipped 14 features that helped increase sports betting turnover by 42% (FY 22/23 vs 21/22)

FREELANCE   Sep 2020 - Oct 2022

- Provided UX + UI Design services to start-ups & small businesses around the globe via UX Rescue, Upwork & Fiverr. Clients: Highrise, Inc. (USA), Cosmicnode (Netherlands), Supplify (Singapore), Ecom Pilot (UK)
- Led & mentored a team of 9 designers at Fora, a healthcare provider in the disability sector. Delivered a refreshed employee portal & employee experience uplifts
- Led & mentored a team of 11 designers for Symbio, an ASX-listed tech firm. Delivered a revamped internal employee intranet platform

Mentor
ADPLIST   Jan 2023 - now

Volunteering to help mentees transition into UX & product design roles. Helped 3 mentees land jobs including 1 landing a senior UX design role

UNIVERSITY OF MELBOURNE   Jul 2023 - now

Helping design students kickstart their professional career as part of the University of Melbourne ABP Industry Mentoring Program.

GENERAL ASSEMBLY   Aug 2023 - now

Speaker at UX/UI events; providing general mentorship to students

Record Producer & Audio Engineer
JAH LOON   2019 - Oct 2022

- 2020 ARIA nomination for best Soul/RnB Release, for producing Tkay Maidza's album Last Year Was Weird vol. 2
- 10m+ streams across all major DSPs
- Credits: 4AD, Dew Process, Universal Music, EMI, Inertia/PIAS
- Signed & managed by Foreign Echo (Mushroom Group)

Tech Consultant
SAMSUNG   2015-2020

Tutor (English & Math)
NAM-QUANG TUITION   2010-2015

Skills

UX Design

UX, CX, SD, ID, IxD: User Experience + Customer Experience + Service Design + Interaction Design, User Research (Quantitative & Qualitative), Surveys, Interviews, Usability Testing, Desktop Research, Competitive Analysis, Edge Case Mapping, Affinity Mapping, Co-design & Ideation Workshop Facilitation, Information Architecture, Customer Journey Maps, User Flows, Storyboards, UX Copy + Content + Writing + Proof + Editing

UI Design

User Interface Design, UI Prototyping, Wireframing, Accessibility (W3C WCAG 2.1, Screen Reader Talkback Design, Dynamic Font), Inclusive Design, Design System Management + Documentation, Visual & Graphic Design, Apple HCI, Material Android, Component & Token Design, Sketching, Animation, Creating Marketing Assets

Tools

Figma, Jira, Confluence, Tableau, Adobe Analytics, Pretotyping, Rapidly, Rapid Experimentation & Validation, Lean Canvas, Trello, Dovetail, ChatGPT, Otter.ai, Condens, Photoshop, Illustrator, Slack, Office 365, Teams, Zoom, Maze, Canva, Miro, Figjam, Adobe XD, Sketch, AI, Pen & Paper

Soft

Agile, Scrum, Working Cross-functionally, Stakeholder Management, Attention To Detail, Clarifying Requirements & Design Specifications, Presentation Skills, Public Speaking, Business Acumen, Design Thinking, Double-Diamond, Lean, Human-centred Design, Design Strategy, Problem Identification & Solving, Leadership, Project Management, Time Management, Collaboration, Multi-tasking, Relationship + Rapport + Team Building, Teamwork, People Skills, Workshop Facilitation, Working With Ambiguity, Creativity, Adaptability, Intercultural Fluency, Sales, Mentoring, Languages: English & Vietnamese

Education

UX/UI Transform, Academy Xi

Bachelor of Environments (Urban Design & Planning), University of Melbourne