Aaron Ooi

Senior User Experience, Interface & Product Designer

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EDUCATION

Dribbble
Jun 2023, Online
Scaling design system

Google
Apr 2021, Online
Google UX Design Professional Certificate

University of Waikato
May 2018, Hamilton
Postgraduate in Information Technology

University of Waikato
2011 - 2013, Hamilton
Bachelor of Tourism & Hospitality Management

SKILLS

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Sketch
- User Research
- Market Research
- Interaction Design
- User-flow
- Wireframes/Mockups
- Competitor Analyse
- Journey Maps
- Information Architecture
- Web Design
- Usability Testing
- HTML, CSS & JavaScript
- Dovetail
- Pendo
- Workshop Facilitation
- Design Thinking
- User Centred Design
- Human Centred Design
- Rapid Prototyping
- Stakeholder Management
- Design Systems

INTEREST

- Travel
- Basketball
- Golf
- Baseball
- Foodie

LANGUAGES INTL

English ●●●●●

Korean ●

Turkish ●

WORK EXPERIENCE

Westpac | Senior User Experience Designer
Aug 2023 - Present, Auckland

- Conducted user research, usability tests, and translated insights into actionable design improvements, increasing customer engagement by 80%.
- Presenting design concepts, strategies, and research findings to stakeholders. Advocating for user-centered design methodologies and the importance of UX in achieving business objectives.
- Collaborating closely with product owners, engineers, marketers, legals and other stakeholders to align design solutions with business goals, technical constraints, and user needs.
- Providing guidance, feedback, and support to other designers to ensure high-quality work is met.
- Creating and maintaining design systems, component libraries, and pattern libraries to ensure consistency across products and scalability of design solutions.

ClearPoint (Contact Energy) | Senior User Experience Designer
Nov 2022 - Jul 2023, Auckland

- Leading the user research process to understand user needs and preferences, and using this information to inform the design of digital products and experiences.
- Developing information architecture and navigation structures that provide an intuitive and efficient user experience.
- Creating wireframes and prototypes that outline the structure, layout, and functionality of digital products and experiences, and refining these designs based on user feedback.
- Working closely with developers to ensure that design solutions are feasible, technically sound, and aligned with the project requirements.
- Mentoring junior designers by providing guidance and support to ensure high-quality design work, design process and best practice.
- Leading usability testing to evaluate the effectiveness of design solutions and identify areas for improvement.

AskNicely | Senior Product Designer
Nov 2021 - Nov 2022, Auckland

- Mentor other members of the Product & Design team, both inside and outside of your product(s) on how to approach design problems, solicit feedback and drive for impactful outcomes.
- Collaborate across teams to generate, analyze, and act on feedback and data to deliver quality experiences.
- Work closely with Product and Engineering in the discovery and hand-off of designs to ensure high-quality execution and adoption.
- Engage across all stages of product development using skills in concepting, design systems, user interface, and user research.
- Conceptualize and detail user flows and end-to-end experiences via mockups, process flows, and prototypes.
- Apply strategic thinking to design and deliver innovative user experiences that drive business outcomes.

Tax Management New Zealand | Lead UX Designer
Aug 2019 - Nov 2021, Auckland

- Directly responsible for defining and delivering user personas, sitemaps, journey maps, user flows, IA, sketches, wireframes, prototypes and also detailed specifications (work flow, page functionality, layout, IA and etc).
- Collaborate with product manager, marketing, CTO, BA, customers and engineers.
- Turning vision into concept using design to simplify business process, service and infrastructure.
- Conduct User Research and User Testing with Users and document all the feedbacks.
- Led design solution meeting with managers, stakeholders and engineers.
- Develop detailed product design documentation that effectively communicates interaction and design ideas to development team.
- Facilitate UX workshop with stakeholders, customers, product manager, customer support, and engineers - Design Sprint and Design Thinking.
- Conduct both qualitative and quantitative UX research to help define and monitor adoption, engagement, and satisfaction metrics for features and products.
- Apply Design Thinking methodology to design and deliver the best possible end to end user experience that solve user needs, business goals and user friendly platform.
- Built transparency and realistic estimation on releasing product with internal staff and external clients.

PAST EXPERIENCES

Mustard Technology | Senior UX & UI Designer, Software Developer

Freelance | User Experience, Interface & Product Designer

Livestock Improvement Corporation | BI Developer

Nyriad | UI & UX Designer, Full-stack Developer

References are available on request