




Aaron Ooi


Senior User Experience, Interface & Product Designer

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 Auckland City

Work Experience

ClearPoint - Contact Energy / Senior User Experience Designer


 NOVEMBER 2022 - CURRENT, AUCKLAND CITY

ClearPoint is a digital design and engineering company that helps New Zealand and Australia's leading organisations design and develop products and services that users love and enjoy.

My responsibilities involves:

- 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

 NOVEMBER 2021 - NOVEMBER 2022, TAKAPUNA

AskNicely is a platform for service businesses to empower their frontline teams, make every customer experience awesome, and accelerate growth.

My responsibilities involves:

- 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

 AUGUST 2019 - NOVEMBER 2021, AUCKLAND CITY

TMNZ is New Zealand's leading IRD approved tax pooling provider.

My responsibilities involves:

- 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.

Mustard Technology / Senior UX & UI Designer, Software Developer

 MAY 2018 - JULY 2019, HAMILTON

Mustard Technology is a software consultancy company who provide custom solutions to clients around New Zealand.

I am the lead UI/UX Designer and software developer for a property management application

My responsibilities involve:

- Conducting research and gathering data to inform design decisions, such as user feedback, market trends, and competitor analysis.
- Creating wireframes, prototypes, and design specifications to communicate design ideas to stakeholders and development teams.
- Communicating design concepts and ideas effectively to both technical and non-technical stakeholders, and building consensus around design decisions.
- Staying up-to-date with industry trends and best practices, and continuously improving design processes and methodologies.
- Developing and maintaining responsive and user-friendly websites and web applications using HTML, CSS, and JavaScript.
- Collaborating with back-end developers to ensure that the website or application is functional, visually appealing, and meets user requirements.

Freelance / User Experience & User Interface Designer

 MAY 2016 - PRESENT, AUCKLAND CITY

My responsibilities are designing digital interface that is visually compelling, intuitive to use, and aligned with the needs of the user and client. It involved a range of skills such as user research, developing visual and interaction design concepts, usability testing, collaborating with developers and managing the design process from start to finish.

Livestock Improvement Corporation / BI Developer

 OCTOBER 2017 - MAY 2018, HAMILTON

Livestock Improvement Corporation (LIC) is a multinational farmer-owned cooperation which are over 100 years old which has provided genetics expertise, information and technology to the dairy industry and aimed at the prosperity and productivity of farmers.

My responsibilities involve:

- Collaboration with Business Stakeholders: Working closely with business stakeholders to understand their reporting and analytics needs, and developing solutions that meet those needs.
- Collected, processed, analyzed and reported on metrics and quality control data to meet specific farmers or business analysts reporting requirements.
- Designing and developing dashboards and reports that visualize data in a meaningful way, using tool like Power BI.
- Building and maintaining data warehouses that consolidate data from multiple sources and provide a single source of truth for the organization.

Nyriad / UI & UX Designer, Full-stack Developer

 2016 - October 2017, CAMBRIDGE

Nyriad is an exascale software company specializing in advanced data storage solutions for big data and high-performance computing.

My responsibilities as a UI/UX Designer and Full stack Developer involve:

- Worked with Product Owner to design user interface to improve and track employees' tasks progress.
- Conducted research to establish business and user requirements and delivered thorough design specs for developers to implement.
- Create personas and workflows for user stories.
- Collaborate with developers, test analyst and product owner.
- Provide design support during development and execution; assist with QA to ensure designs are implemented accurately and with the highest standard.
- Plan with developers on what technology stacks we will be using to build the product.
- Developed app-solutions using variety of languages and frameworks such as JavaScript, ReactJS, Python, HTML, CSS, SASS, MongoDB, and Bootstrap.

Education

Dribbble / Scaling Design Systems

 JUN 2023, ONLINE

Google / Google UX Design Professional Certificate

 APR 2021, ONLINE

University of Waikato / Postgraduate in Information Technology

 MAY 2018, HAMILTON

I am the class representative for my class and my team and I got first place for our group project – we build a personal blogging profile system.

University of Waikato / Bachelor of Tourism & Hospitality Management

 2011 - 2013, HAMILTON

I majored in Hospitality and Tourism Management and also the class representative for Hospitality Management class. I received \$3000 scholarship for my first year at University.

References available on request

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
Lean Thinking
Design System

Interests

Travel
Basketball
Golf
Baseball
Keeping up with technology
Foodie

Languages

English - Proficient



Korean - Basic



Turkish - Basic

