



Aaron Ooi

Senior User Experience, Interface & Product Designer

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 Auckland City

Work Experience

AskNicely / Senior Product Designer

 NOVEMBER 2021 - NOVEMBER 2022, AUCKLAND CITY

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 conceptualizing, 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:

- Overall, gathering requirements, analyzing, planning, researching, coding, sketching, designing and testing.
- Plan how we are going to structure the whole platform and deciding with the developers on what technology stack we will adopt.
- Market and user research on competitors and potential users for the platform
- Create sketches on potential solutions, designing and prototyping for usability testing and iterate the design process upon feedbacks from users.

My other responsibilities involve looking after a client called Zoomy, a ride sharing app. They require data for their reports and redesign their backend system dashboard.

- Query data from the database depending on specific information was required on the report and ensure the information is delivered correctly.
- Involved in defining product strategy, created wireframes and interactive prototypes and concept and usability testing.
- I document all the RESTFUL API for Zoomy and maintaining it using Swagger UI.
- I use MailChimp to create and design marketing campaign emails for new product launches. The key technology stacks at Mustard Technology are Python and JavaScript.

Freelance / User Experience & User Interface Designer

 MAY 2016 - PRESENT, AUCKLAND CITY

Consulted with tech startups to review current products and provide design solutions to solve user needs and business challenges through User Research, Information Architecture, Interaction Design and Prototyping.

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:

- Collaborate with farmers and business analysts to meet business requirements.
- Collected, processed, analyzed and reported on metrics and quality control data to meet specific farmers or business analysts reporting requirements.
- Collaborate with developer to plan and build a PDF split file application.
- Running data extracts for users and create custom SQL to provide detailed results.
- Wrote stored procedures for reporting and ETL.

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

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

Interests

Travel
Basketball
Golf
Baseball
Keeping up with technology
Foodie

Languages

English - Proficient



Mandarin - Intermediate



Cantonese - Basic



Korean - Basic



Turkish - Basic

