

Alfred Lui

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Objective

Senior UX designer with strong leadership skills, agency and technical experience seeks leadership position in a dynamic company, to help define and deliver the next-generation of user experiences across digital touch-points.

Skills Highlights

- Extensive concept-to-production experience in user interaction design for consumer products. Proficient in design research, value positioning, conceptualization, feature scoping, use-case definition, specification, user testing and project management.
- Effective leader with excellent inter-personal and presentation skills.
- Proven track record in leading multiple projects and working under pressure.
- Extensive experience in interaction design for touch devices.
- Working knowledge in Actionsript. Proficient in Adobe Creative Suite, Omnigraffle and Microsoft Office products.
- Fluent in English and Chinese (Cantonese), with basics in Mandarin and Japanese.

Work Experience

February 2010–Present. **Sr. Designer.** [Fjord](#), London, United Kingdom.

- Lead interaction and digital service designer for some of the most internationally recognized brands including BBC, Greenpeace and Vodafone.

May 2006–January 2010. **Sr. Staff User Interaction Designer.** [Consumer eXperience Design, Motorola](#), Chicago, Illinois, USA.

- Led feature planning, group brainstorm, conceptualization and prototyping of mobile applications, specialized in social media and location based services on touch input devices.
- Collaborated closely with experience planning, product marketing, software engineering, customer account and design research teams across multiple geographic regions to deliver designs from concepts to production.
- Managed design projects to ensure on-time delivery of high quality output.
- Mentored junior designers on best-practices of user-centered design processes.

November 2004–April 2006 **Sr. User Interaction Designer.** [Consumer eXperience Design, Motorola](#), Chicago, Illinois, USA.

- Interaction designer of mobile multimedia applications. Subject expert in Digital Rights Management.

January 2000–September 2004. **Enterprise System Analyst/Developer.** [Zurich North America, Schaumburg](#), Illinois, USA.

- Responsible for the design, development of user-interface, data migration strategy and integration enhancements for a global Business-to-Business e-Procurement system with over 20,000 users in 3 countries.

May 1997–December 1999. **SAP Programmer/Analyst,** [IBM Global Services.](#) [IBM Canada Limited](#), Toronto, Ontario, Canada.

Education and Certifications

December 2008. [Master in Design Methods.](#) [Institute of Design, Illinois Institute of Technology](#), Chicago, Illinois, USA. Graduated with Honors.

- Courses in ethnographic research, innovation frameworks, portfolio planning, service design and strategic design planning.

July 2007. Convivio Design Summer School. Bollnäs, Sweden.

- Co-led a team of interaction design students across Europe to explore, define and validate the cultural context of diversity.
- Conducted contextual inquiries and interviews with local residents. Rapidly conceptualized, prototyped and tested an interaction model for a public kiosk that will help residents understand diversities in their community.

August 2006. Convivio Design Summer School. Edinburgh, Scotland.

- Participated in a two-week workshop that focused on story-telling using a multiple touch-point mobile service. Presented final presentation as part of the 2006 Edinburgh Fringe Festival.

January 2004. Sun Microsystems Certified Web Component Developer.

July 2003. [Master of Science in Human Computer Interaction](#). DePaul University, Chicago, Illinois, USA. Graduated with Distinction.

- Courses in user interaction design, usability testing and cognitive modeling.

April 1997. [Bachelor of Applied Science in Electrical Engineering](#) with Management Science Option. University of Waterloo, Ontario, Canada.

Public Speaking & Volunteering

September 2009. Guest Lecturer. "Emotions & UX Design, a mobile UX designer's perspective". DePaul University. Chicago, USA.

June 2009. Member of organizing committee for MobileHCI 2009. Bonn, Germany.

March 2009, March 2008. Final Project Review Panelist for graduate course in Usability Engineering. DePaul University. Chicago. USA.

May 2008. Member of Technical Support Team and Roundtable Facilitator (Topic: Emotional Branding). Design Strategy Conference. Chicago, USA.

May 2007. Member of Hospitality Team. Design Strategy Conference. Chicago, USA.

Patent

Lead inventor of a solution that enables users to customize their video-viewing experiences by downloading user-generated comments. (USPTO Application #: 20090087160)

Affiliations

- Member of American Mensa.
- Member of Upsilon Pi Epsilon, ACM Honor Society for Computing.

Additional Information

- Eligible to work in United Kingdom with [Tier 1 PBS VISA](#). Canadian citizen and permanent resident of United States.
- Enjoys traveling, contemporary art, reading, photography and swimming.
- References available upon request.