

LUCY GAO

UX/UI DESIGNER & USER RESEARCHER

CAREER PROFILE

UX/UI Designer with a background working in the health industry, creative agencies, and start-up environments. With experience across diverse industries, I'm a highly adaptable and quick learner. Demonstrated skills in customer journey mapping, user interface design, experience design, user research, and usability testing throughout the product development lifecycle.

EXPERIENCE

User Experience Designer

Piccolo Vicolo Oct 2023 – current

- Conduct user interviews and market research.
- Creating wireframes for optimal user flow.
- User testing and incorporating feedback into design iterations.
- Prototyping and interaction design on Figma.
- Stakeholder management and workshop facilitation.
- Collaborating with fellow UX Designer on Figma and Figma.
- Facilitating daily stand-ups and debriefs.
- Practising design thinking and following the Double Diamond design process.

UX/UI Designer

Heidi Health Oct 2023 – Mar 2024

- Prototype and review product and user flows.
- Design market collateral and company-wide documents such as slide decks and brochures.
- Manage and optimise design systems for developer handovers.
- Lead market and competitive research to inform design decisions.
- Cross-functional collaboration with the CEO, engineers, product, marketing, and strategy team.
- Proficient use of Figma, Adobe Photoshop, and Canva.
- Create brand assets for marketing, sales, and content creation.
- Participation in quantitative and qualitative UX Research sessions.
- Exposure to Webflow, Lottie Creator, After Effects, and Posthog.

UX/UI Designer and Digital Strategist

Red Yolk Agency Jun 2023 – Nov 2023

- Design and maintenance of the user interface (UI) for company website.
- Created social media content that led to a 40% growth in followers (22,000 to 31,000+) for a client.
- Collaborating with stakeholders to contribute to social media marketing strategies for campaigns.
- Research into current market and industry trends.
- Content curation and design for social media posts across several platforms.

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SKILLS

- UX Research
- UX/UI Design
- Design thinking
- Data synthesis
- Project management
- Communication
- Collaboration
- Facilitation, client and stakeholder management
- Workshop facilitation
- Time management

TOOLS

- Figma, Figjam
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects)
- Lottie Creator, Lottie Files
- Webflow, Wix
- Canva, Pitch
- Slack, Notion
- Askable, Posthog
- Google Meets
- Microsoft Office Suite
- Visual Studio Code
- Trello
- Miro

EDUCATION

User Experience Design Immersive

General Assembly, 2023

Business Analyst Short Course

RMIT Online, 2022

Doctor of Physiotherapy

University of Melbourne, 2019-2021

Bachelor of Biomedicine

University of Melbourne, 2016-2019

UX Researcher

Convincely Sep 2023 – Nov 2023

- Conduct user interviews and usability testing on different versions of product prototype.
- Reviewed and contributed to research and discussion guide.
- Participated in meetings about research objectives and client goals and outcomes.
- Conducted and recorded user usability test scores.
- Close collaboration with lead UX Designer and other stakeholders on user feedback and research insights for prototype iteration.
- Documenting key insights and feedback on shared spreadsheet.
- Use of Google Meets and Askable to conduct user research.

User Experience Designer

Therapy Connect Apr 2023 – May 2023

- Designed the UI for a new webpage dedicated to potential candidates, complying with company brand guidelines and data-driven content.
- Conducted user research to develop user personas and journey maps that represents the target audience.
- Analysed current processes, competition, and industry trends to identify areas of improvement.
- Collaborated with stakeholders to analyse and evaluate current business metrics to understand processes, content, and trends.

Physiotherapist

a2z Health Group Jan 2022 – Feb 2023

- Collaborated across multidisciplinary teams, colleagues, and patients.
- Critical and analytical problem solving for patient care decision making.
- Developed strong empathy and interpersonal communication skills through daily patient interaction.
- Continuous professional development through courses and reading academic journal publications.

Research Assistant

Austin Health & University of Melbourne Aug 2021 – Sep 2021

- Engaged in research focusing on frailty and the utilisation of clinical dashboards in Early Rehabilitation.
- Conducted systematic literature searches, critical literature reviews, ethics applications, data handling, academic writing, and infographic creation.
- Presented my findings at a joint research meeting with The University of Melbourne and Austin Health.
- Received training in MEDLINE literature searching, EndNote usage, academic literature search techniques, and critical appraisal of academic materials.

CERTIFICATES

Figma for UX Design

Online Course, LinkedIn
2023

UX Foundations: Interaction Design

Online Course, LinkedIn
2023

E-commerce Fundamentals

Online Course, LinkedIn
2023

Shopify Essential Training

Online Course, LinkedIn
2023

COMPETITIVE DESIGN PROJECTS

Women in Tech Bootcamp

Accenture, 2023

- Ranked in the Top 3
- Best design and technical implementation
- Responsible for project management, UX Design, front-end coding, & presentation preparation

Collab-athon

General Assembly, 2023

- Ranked 2nd best team
- Best Presentation and Pitch award
- Collaboration with UX Designers and software developers