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Hi, I'm Lydia Bae. I am a product designer specialising in User Experience Design, Interaction Design, and User Interface Design/Visual Design.

EXPERIENCES

- Experience designing for highly complex products.
- History of being a design lead within product teams.
- Human-centered design evangelist with experience leading large projects through the UX Research, Ideation, Design/Prototyping and Validation phases.

STRENGTHS

Web/Mobile Applications
Mobile & Responsive Web Design
User Interface Design
Ideation/Brainstorming

Information Architecture
User Experience Design
Creative Direction
Sketch App

UX Pin, InVision
Validately
Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premier)

HTML/CSS
Brand Development
Visual Design
Motion Graphic/Video Editing
Illustration

AWARDS

Christchurch Airport Mobile Website

Best Awards, 2011

Lead Designer

I designed a mobile website for Christchurch International Airport and it was the first mobile website we developed at Terabyte. The website was awarded a Bronze at the Best Design Awards in the Applications category. The mobile website became one of the most useful airport websites with the ease of information display, showing flights and parking information for the airport.

Taste at the Cloud

Webby Honoree, 2012

Lead Designer

I designed a food show event website for "Taste at the Cloud", for New Zealand Trade and Enterprise to help promote NZ food industry suppliers to local and international markets. It was selected as an Official Honoree for the 16th Annual Webby Awards in the Events Category. The website was also a runner up for Best Design in the 2012 Umbraco Awards.

Lindauer - Auckland Art Gallery

Australasia Internet Best Practice Award, 2010

Designer

The Lindauer website was a digital art gallery of legendary painter Gottfried Lindauer's Maori portraits. I was proud to work on a project with tremendous cultural significance. The website was awarded a 2010 Australia and New Zealand Internet Best Practice Award in the Diversity category.

Epson/NZIPP Iris Professional Photography Awards

Silver & Bronze, 2006

Student

Majoring in photography, I entered this national photography competition and won Silver and Bronze awards in the Student category.

CAREER

Freelance Designer

September 2014 – Present

Senior Visual Designer (UI/UX)

London based

AnalogFolk, March 2015 - August 2015

Dulux - Design Language, HSBC - Data Visualization

Freemarven, March 2015

Pearson - Visual identity, Illustration

DDB Remedy, September 2014 to January 2015

Responsive website, Sales app

Phantom Studios

February 2014- August 2014

Senior Designer

<http://phantom.land>

Google UK

Think with Google (IA, UI), Google Success Stories (IA, UI), Google Partners (Illustration, Story board,UI), Google AdWords (Story board, Illustration), Google Compare (Branding)

Financial Times

AXA Distribution Hub - Microsite (IA, UI)

Terabyte Interactive

April 2007 - February 2014

(6 years 11 months)

Senior Designer

<http://www.terabyte.co.nz>

As a senior designer for one of the oldest and most reputable web design agencies in New Zealand, I was responsible for:

- Helping to develop an iterative approach to designing responsive websites at Terabyte. This involved a lot of research and collaboration with our front end team.
 - Rapid prototyping - working directly with developers to iterating quickly on new concepts and ideas
 - Audience analysis, user flows and interaction design
 - Discovery workshop participation, brainstorming/ideation
 - User-centered design
 - Information architecture and wireframes
 - Website browser and functionality testing
 - Creating visual designs, including typography, concept, branding and templates
 - Client presentations
 - Mentoring other designers
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Freelance Designer

January 2011 – 2013

Designer (UI/UX Designer)

New Zealand based

Stray Travel, October 2013 - January 2014

Art direction/User interface design for Stray's mobile website and responsive website

Auckland Sea Shuttles, July 2013 to November 2013

Branding, Information architecture, Art direction, Interface design

Haka Tours, September 2013 to October 2013

Information architecture, Website Enhancement for Tour Page

Hallertau, March 2012 - January 2014

Print Design (Newsletter, Brochure)

gardyneHOLT

February 2007 – March 2007

Graphic Designer (Internship)

- Branding
 - Print Design (Brochures, Maps)
 - Web Design
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EDUCATION

Bachelor Art and Design	Auckland University of Technology	2004 - 2007
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Certificate in Art and Design Intermediate	Auckland University of Technology	2003 - 2004
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Adobe After Effects	Natcoll (www.yoobee.ac.nz)	2010
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HTML/CSS, Flash Action Script	Natcoll (www.yoobee.ac.nz)	2008
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REFERENCES

Steve Martin, Creative Director	Terabyte Interactive, steve@terabyte.co.nz
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Doug Hanna, CEO	Terabyte Interactive, doug@terabyte.co.nz
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Ellen Pickett, Digital Marketing Specialist	Stray Travel, ellen@straytravel.co.nz
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