

# Alfred Lui

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## Objective

Mobile UX Designer with creative direction and agency experience seeks leadership position in a dynamic company, to help envision and define the next-generation of user experiences across digital touch-points.

## Skills Highlights

- Strategic thinker who brings together multi-disciplinary teams to tackle complex projects.
- Extensive, hands-on experience in full-cycle, research led, user-centered design project.
- Expert in mobile interaction design, with 6 years of experience on 8 mobile platforms.
- Excellent in client communications and scope management.
- Proven track record in leading multiple projects and working under pressure.
- Fluent in English and Cantonese, with basics in Mandarin and Japanese.

## Work Experience

October 2010–Present. [Associate Service Design Lead, Fjord](#). London, United Kingdom.

- Responsible for all aspects of client projects, including budget, creative direction, resource planning, research, project management and client communications.
- Create project pitches for new business development.
- Lead office insight team, to synthesize industry trends and analytics into evidence-based insights for internal and client communications.

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

- Lead interaction and digital service designer for some of the most internationally recognized brands such as the BBC, MasterCard, Greenpeace, Nokia and Vodafone.
- Transformed project briefs into creative visions and executable delivery plans.
- Contributor and coordinator of an EU funded research project in data-embedded objects and inter-connected services.

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

- Responsible feature planning, conceptualization and prototyping of mobile applications; specialized in social media and location based services touch devices.
- Design lead for Android and Windows Mobile.
- Collaborated closely with experience planning, product marketing, engineering, customer account and design research teams across multiple geographic regions to deliver designs from concept to production.
- Authored touch input interaction style guide for third party developers.
- 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.

- Designer of mobile multimedia applications across 3 platforms. Subject expert in Digital Rights Management.

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

- Responsible for the design and development of user-interfaces, 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 Analyst, IBM Global Services](#). Toronto, Ontario, Canada.

## Education

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

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

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

October 2010. Designing connected objects workshop for Design by Fire Conference 2010. Amsterdam, Netherlands.

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.

May 2008. Roundtable Facilitator (Topic: Emotional Branding). 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 (Green Card holder) of United States.
- Enjoys traveling, contemporary art, reading, photography and swimming.
- References available upon request.