Haoyue(Aurora) Wang

With a strong background in human-centric design, UI/UX and graphics, seeking to apply my innovative mindset, effective communication, and technical skills in a dynamic team. My expertise in UX research, design thinking, and Agile methodologies positions me well to craft outstanding user experiences and effectively collaborate with cross-functional teams.

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WORK/VOLUNTEERING EXPERIENCE

Multimedia Designer
Innovation & Enterprise: Partnerships & Projects team, University of Melbourne

04/2023 - 12/2023

- **Product Strategy & Web Project Ownership** : Took ownership of the internal website's product strategy, leading its end-to-end redesign to improve user experience across web platforms.
- **Interactive Prototyping & Wireframing** : Developed interactive prototypes and wireframes to visualize and test website redesigns, facilitating iterative feedback and refinement using Figma.
- **Stakeholder Management and Reporting** : Coordinated with over 7 groups of stakeholders, providing regular updates and reports on multimedia product development and website analytics.

UI/UX Designer & Front-end Developer
iTrazo

08/2022 - 02/2023   *Melbourne, Australia*

- **GUI Design & Maintenance** : Designed and maintained user-friendly graphic user interface elements for B2B platforms, enhancing user interaction and engagement.
- **User Flows & Site Maps Creation** : Created detailed wireframes, user flows, and site maps to communicate complex interaction ideas and design concepts, streamlining the product development process.
- **Design Leadership & Stakeholder Engagement** : Refine and design new features of iTrazo Portal based on functional requirement; collaborated with 3 cross-functional teams including business analyse, development and marketing

UI/UX Designer
Naive Systems

02/2022 - 06/2022

Naive Systems is a technology company delivering software systems to worldwide customers .

- **UX Prototyping and Team Collaboration** : Researched, ideated and created a prototype for a language checking system web application closely with ux designer, a product manager and four software engineers
- **Agile Web Development with Tailwind CSS** : Designed promotional website of application based on Tailwind framework, using Agile SDLC model

EDUCATION

Master of IT - HCI (with Distinction)
the University of Melbourne

02/2022 - 12/2023

- User Experience Evaluation
- Fieldwork for Design

Bachelor of Design - Computing & Landscape Architecture
the University of Melbourne

02/2019 - 12/2021

- User Centered Design
- Graphic and Interactions

KEY PROJECTS

Telstra TeachADHD (02/2023 - 06/2023)
- Worked with a team of 5, devised an app solution utilizing ChatGPT to improve ADHD people's experience with Telstra
- Organized regular weekly meetings with our mentor and sponsor from Telstra, regarding business model, requirement evaluations etc.
- Directed user research and 3 rounds of ideations, output valid customer profile and pitched to the sponsor and 50+ audenience

Vision G (08/2022 - 11/2022)
- Analysed within a team of 4, executed fieldwork evaluation towards visiting experience of Science Gallery Melbourne
- Executed research, ideation and proposed solutions using the 'Double Diamond model', proposed a prototype for enhancing interactions, won an award for 'Best Design Concept'

NestNet (08/2023 - 11/2023)
- Worked within a team of four, designed and output an mobile social app solution to help with bird lovers with their information exchange
- Executed 3 rounds of ideation from storyboard, wireframes to high-fidelity interface. Conducted usability studies including interviews and questionaires to collect qualitative and quantitative data for product improvement.

SOFT SKILLS

Interpersonal Skills	From quality experience in the past 3 years of mentoring and volunteering
Problem Solving	As improved in my past internship experiences where I solved the raised cases from 10+ customers
Communication	As improved in my past mentoring and tutoring experience, when I managed to form connections with people from diverse cultural and educational background
Design Thinking	As developed from my past course and working experiences, from which I gained comprehensive understanding of design principles and innovative thinking

TECHNICAL SKILLS

Usability Testing & Research • Information Architecture • Wireframing • UI Prototyping(Figma, AdobeXD) • Graphic Design • Html; CSS; React • Agile • Confluence & Jira • Adobe Series(Photoshop; Illustrator etc.) • Microsoft Office 365 • 3D Modelling • Ableton Live • Design System • CMS (Squiz Matrix)

CERTIFICATES AND ACHIEVEMENTS

2nd place in Universal Design Sprint competition (09/2023)

Best Design Concept Award of 'Fieldwork for Design' Subject (11/2022)

Melbourne Graduate Scholarship (10/2022)

Social AR at the Zoo Hackathon Winner Team (03/2022)

Leaders in Communities Award, the University of Melbourne (12/2021)

Student Representative of Computer System subject (03/2021 - 06/2021)

Melbourne School of Design Exhibition (06/2020)

U21 Global Citizenship Badge (09/2020)

REFERENCES

Julie Stevens - Project Manager @ Unimelb
Contact : julestevens@gmail.com - 0450 017 564

Sevilla Furness-Holland - Market Analyst @ Unimelb
Contact : sevilla.fh@unimelb.edu.au - 412 182 749

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