



Lydia Tio

UI/UX Designer

Product Designer // Design System Guardian // Problem-Solver at Heart

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Work Experiences

// **VALTECH** // **SENIOR DESIGNER** • OCT 2023-MAR 2024

- Closely collaborated with a Healthcare client for a website redesign, from Discovery to Design Phase to design a scalable and user-friendly design systems and templates
- Supported in UX research in pitches.

// **PUBLICIS SAPIENT** // **SENIOR DESIGNER** • NOV 2019-JUNE 2023

- Executed visual design for a highly intuitive mobile banking application for a leading Thailand and Philippines-based bank, operating within an Agile environment, collaborating with a team of UX, Business Analyst, Product Owner and Development Team.
- Produced interactive prototypes to facilitate user testing, including in engaging UX workshops to gather valuable user feedback and insights.
- Led the implementation of a comprehensive design system, including establishment of a robust structure and governance framework, ensuring consistency and efficiency of design standards across multiple projects and teams.
- Incorporated emerging industry best practice into existing Design System to continuously improve overall user experience.

// **MARINE ONLINE** // **WEBSITE DESIGNER** • MAR 2019-NOV 2019

- Conceptualising and designing user friendly flows and screens for multiple modules in a bilingual Shipping e-Commerce platform.
- Integrated Design Components into an easy to use shared library to create a cohesive visual language and consistent user experience for user.

// **VINTEDGE** // **JUNIOR ART DIRECTOR** • OCT 2013-FEB 2018

- Designed user-friendly websites for clients, as well as overseeing front-end development stage, ensuring effective implementation of client's brand messaging into final production.
- Conceptualised engaging Facebook Campaigns, leveraging on deep understanding of social media trends and user behaviours, partnering with Social and Accounts Team.
- Led project planning, resource allocation, and creative direction to achieve successful outcomes in multiple client project.
- Mentored younger team members, inspiring excellence, providing constructive feedback, sharing knowledge and learning opportunities.

// **STREETDIRECTORY.COM** // **SENIOR DESIGNER** • DEC 2011-OCT 2013

- Designed attractive micro-sites and developed them utilising HTML/CSS.
- Created digital marketing collateral for the company and clients in fast paced environment.

Education

Master of Design // Raffles College of Design and Commerce • 2011

Bachelor of Digital Media // The University of New South Wales • 2008

Skills

Design // Interface design • Visual design • Wire framing • Rapid prototyping • Design conceptualisation • Sketching/storyboarding • Illustration • Design system • Video • Animation

UX Research // User testing methodologies • User research methodologies

Soft Skills // Time management • Problem solving • Collaboration • Communication

Tools // Adobe CC • Figma • Sketch • Invision • Zeplin • HTML/CSS