

CHAU Lē

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/ciao lei/

UX/UI Designer

.experience

Egora / Product Designer

11.2022, Remote

- Designed a seamless play-to-earn experience with a multi-chain wallet for crypto and gaming assets.
- Collaborated with the team and client to define design direction.
- Conducted competitive analysis, created user flows, and wireframes for the NFT Trading feature.
- Delivered design recommendations for accessible, user-friendly UX/UI and high-fidelity screens.

Los Angeles Magazine / Design Intern

1 - 4.2020, Los Angeles

- Designed a 14-page story package for the May issue of the magazine.
- Created monthly social media banners and house ads for the website.
- Collaborated with stakeholders and teams to define goals and layouts for each issue.
- Researched visual elements for 4-month layout planning.
- Coordinated with photographers and publishers for photo licensing.

The Daily Titan / Layout Editor

8 - 12.2019, Fullerton

- Collaborated with editors and photographers to determine daily newspaper layout.
- Designed page layouts for the print edition.
- Managed budget and coordinated design elements with functional editors.

Tusk Magazine / Junior Designer

Spring 2019, Fullerton

- Awarded by the California College Media Association for the 20th Anniversary edition.
- Designed three articles for the print magazine.
- Collaborated with a design team of five and cross-functional teams to define the magazine layout.

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Skingenious / UX/UI Designer 3 & 9. 2022

- Conducted user research and created personas, empathy maps, and storyboards.
- Defined information architecture with user flows, wireframes, and sitemaps.
- Designed UI elements, style guides, and low/high-fidelity prototypes.
- Iterated through testing to refine and optimize the design.

Savr Recipes (Design Sprint)/ UX/UI Designer 7.2022

- Applied agile methodology, iterating in sprints for quick turnaround.
- Mapped user flows, created personas, and developed end-to-end experiences.
- Designed sketches, Crazy 8s, storyboards, and prototypes.
- Conducted user interviews and testing to refine designs.

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Design: UI graphics, User flows, Concept sketches, Wireframes & mock ups, Style guides, UI elements & pattern

Prototyping

User Research & User Testing

Data Analyst

Layout Editing

Marketing: S.E.O. (Search Engine Optimization), Social Media management
Detail-oriented, adaptable, and quick to learn. Strong empathy, communication, and critical thinking skills. Creative problem-solving with effective time management and organization.

.tools

Figma
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
HTML/CSS

.edu

BA in Advertising | Marketing Minor | Digital Media Certificate
CSU Fullerton, CA (2017- 2020)

UX/UI Design Certificate
Springboard (2021 - 2022)

BA in International Relations
HCM University of Social Sciences & Humanities, Vietnam (2011 - 2015)

.awards

Outstanding Advertising Student
CSU Fullerton, 2020

The James Jordan Award (Communications Department's Highest GPA)
CSU Fullerton, 2020

Dean's List (All semesters)