



# ALANA CMING YICK

## USER EXPERIENCE DESIGNER

Hi there! I'm Alana (aka Sze-Ming Yick) a UX Designer with applied experience in information dashboard design, visual design and front end development. I love to work with inspiring and creative people. It's the mixture of collaboration, creative problem solving and storytelling that creates delightful user experiences. With user centred design at the heart of my thinking, my solutions aren't just a pretty prototype but a creatively crafted user experience.

## CONTACT

### Mobile

0415-103-311

### Email

uxmixture@gmail.com

### Portfolio

uxmixture.com

### Twitter

twitter.com/uxmixture

### Linkedin

au.linkedin.com/in/uxmixture

## EXPERIENCE

### Product Designer

Atlassian (Jan 2017 - Current)

### Human Centered Designer

Westpac Banking Corporation (May 2016 - Dec 2016)

### Digital / UI Designer / Developer

Potentiate Pty Ltd (Mar 2014 - Oct 2015)

### UI Designer / Developer

Potentiate Pty Ltd (Jun 2012 - Mar 2014)

### Graphic / Interaction Designer

Potentiate Pty Ltd (Dec 2011 - Jun 2012)

### Junior Graphic Designer

Copybook Printing (Jan 2010 - Feb 2010)

### Graphic Designer

Face Fashion (Mar 2009 - Jun 2009)

### Freelancer User Experience Designer

UXmixture (Feb 2016 - Current)

### Freelancer Graphic / Web / User Interface Designer

Cmiidesign (Apr 2010 - Feb 2016)

### Client Companies To Date :

Palmer Australia, Supanova Pop Culture Expo, SMASH! Sydney Manga and Anime Show, WeightWatchers, Fantastics Furniture, AMF Bowling, SuperAmart, AGL, Carlton & United Breweries (CUB), Toyota, Nissan, Kia, Volkswagon, Subaru, Precision Autonomy and Tradie Exchange,

## VOLUNTEER

### UX Immerise Design Student Mentor

General Assembly (May 2016 - Current)

### Interaction Design Association Mentor

Interaction Design Association IXDA (Aug 2016 - Nov 2016)

### UX Designer

Westpac Foundation (Sep 2016 - Nov 2016)

### Sub Event Organiser Assistant / Graphic Designer

SMASH! Sydney Manga and Anime Show Inc (Jan 2012 - Dec 2015)

### Design Computing Representative Coordinator of Graduate Exhibition - Archipelago

Faculty of Architecture, University of Sydney ( Sep 2010 - Nov 2010)

### Sub Event Web / Graphic Designer

SMASH! Sydney Manga and Anime Show Inc (Jan 2008 - Dec 2011)

## SKILLS

### UX

Competitor & Comparator Analysis  
Interviews & Surveys  
Contextual Inquiry  
Persona Creation  
Workshop Facilitation  
Customer Journey Mapping

Information Architecture  
User & Task flows  
Lo & Hi Prototyping  
Design critiques (sparring)  
Usability Testing  
Heuristic Evaluation

### OTHERS

Information Dashboard Design  
Visual Design  
Motion Design  
Frontend Development  
Project & People Management



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## EDUCATION

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### User Experience Immersive Design (10 Week Full Time Career Accelerator)

Sydney Campus - General Assembly (Nov 2015 - Feb 2016)

### Cert IV, in Information Technology (Web Design)

Sydney Institute - Ultimo Tafe (Feb 2011 - Dec 2011)

### Bachelor of Design Computing

Faulty of Architecture, Design and Planning, University of Sydney (Feb 2008 - Dec 2010)

### Bachelor of Visual Arts and Design (transferred)

Faculty of Arts and Sciences, Australian Catholic University (Feb 2007 - Nov 2007)

### Cert II, in Business (Business Services)

Sydney Institute - Hornsby TAFE (Sep 2005 - Sep 2006)

### Cert II, in Fine Arts (Animation studies)

Sydney Institute - Hornsby TAFE (Feb 2005 - Sep 2005)

## PUBLICATIONS

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### "Archipelago - Graduate Exhibition Catalogue book"

Faculty of Architecture, University of Sydney, 2010. In charge of compilation of the bachelor of Design Computing course section.

### "FootSteps" accepted into OZCHI '10

22nd Conference proceeding of the Computer Human Interaction Special Interest Group of Australia on Human computer interaction, ISBN 978-1-4503-0502-0.

### "CarriageWatch" accepted into "InfoStructure - a transport research project"

Gardner, N., Haeusler M.H., and Tomitsch, M. (2010). "Infostructure: A Transport Research Project." Freerange Press, Christchurch, ISBN 978-0-9808689-0-6.

## AWARDS

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Startup Weekend Hackathon hosted by H2ventures. 2nd prize : Team PayitFwd (2017)

Development Award, Potentiate Pty Ltd (2014)

Dean's List of Excellence in Academic Performance, University of Sydney (2010)

OZCHI 24 hours Student Challenge. 2nd prize : Team 4LEAF Ozchi conference (2010)

Outstanding TVET student Excellence in Business Services, Hornsby Tafe (2006)

Outstanding TVET student Excellence in Animation, Hornsby Tafe (2005)

## REFERENCE

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Details available on request.