

LULU TSUI

UI/UX/INTERACTION DESIGNER

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SUMMARY

Creative, imaginative and very seasoned UI/UX/Interaction designer with an artistic eye and technical savvy. Application designer for over 50 (desktop, web-based, Software as a Service, mobile, and smartboard touchscreen) applications. Exceptionally quick learner of customer needs, design requirements, and technical application. Contributes a unique style to each individual application.

TECHNICAL SKILLS

Information Architecture, Wireframing, Visual Design, Specifications Writing, Technical Documentation, Windows/Mac/Unix Platforms, HTML/DHTML/Javascript/CSS, AJAX tool kits and frameworks (Adobe Air & Flex, Microsoft WPF & Silverlight), .Net toolkits, Photoshop, Illustrator, InDesign, Flash, Director, Fireworks, Dreamweaver, Powerpoint, OmniGraffle, Acrobat, Visio, MS Office, FTP, Fluent in Mandarin Chinese, Intermediate French

PROFESSIONAL EXPERIENCE

10/2002-Present **Theresa Neil Interface Design (www.tnid.com)** **Austin, TX**
UI/UX Consultant

- Lead the UI design strategy and execution for web, desktop, and mobile platforms. Routinely work amongst multiple functional teams including product management, software engineering, QA engineering, and product marketing.
- Conceptualization and UI design execution for clients such as: Pearson, IDEO, CNN, MSNBC, PayPal.

02/2002-09/2010 **Catalyst Resources (www.catalystresources.com)** **San Mateo, CA**
Partner UI/UX Design Services

- Manger of boutique User Interface agency. Supervisor of Informational Architects, Interaction Designers, and front end developers.
- UI/UX/Interaction Designer and Information Architect designing both web-based and stand alone applications from initial concept to launch for clients such as: JP Morgan, Barclays Global Investors, Charles Schwab, First Data, Zinio, Ventana Medical, Thermo Fisher, Ogo, MSpot Radio, InterCall, Ceridian, Applied Materials, LiveScribe, Migo.
- Duties include: concepting of an application / feature, IA workflow / screen-flow diagramming, wire-frame design, visual design, front-end coding of templates for backend implementation, user testing, and writing detailed documentation for both implementation processes and follow-up support documentation.

02/2002-11/2003 **Advisor Software, Inc. (www.advisorsoftware.com)** **Lafayette, CA**
Senior UI Designer

- Work closely with a cross-functional team of product management, marketing, engineering, and sales/business development to create a web based financial software application.
- Use in-depth knowledge of UI design principles, usability methodologies, design tools, industry and platform standards/trends to visually design the application: including screen layout, navigation, iconography, and other visual design elements.
- Develop flowcharts, prototypes and mockups to communicate design ideas.
- Create (code) product concept prototypes for clients within very aggressive deadlines to support sales and marketing initiatives.
- Responsible for the successful implementation of all aspects of design and production of all user interface components from initial design comps to HTML/DHTML Demo to product prototype.
- Design and implement synchronized company design elements: website, company collateral (stationary, labels, letterhead), Marketing print collateral (brochures, postcards), Sales collateral (PowerPoint presentations, Whitepapers, flash demos), conference/booth graphics (signage, messaging)

04/2000-02/2001 **The Netkitchen (www.netkitchen.com)** **San Francisco, CA**
Executive Producer

- Responsible for the overall production process for multiple projects with responsibility for quality and timelines of all project deliverables.
- Manager for the Design Department consisting of 5 designers, 2 developers and interns.
- Created Internal Design Procedures Manual, which maintained internal design specifications and guidelines.
- Responsible for the art direction, graphical user interface/layout design, custom applications creation and production of custom web sites and rich media projects for clients such as: BP, Applied Materials
- Analysis of business relationship partners and understanding technical requirements for implementation of front-end design.
- Duties include: reviewing and signing-off for proposed projects; directing and facilitating overall technical related issues; ensuring the use of most recent web techniques and methods; writing and delivering of a website style guide.

10/1999-03/2000 **Memberdrive (www.memberdrive.com)** **New York, NY**
Art Director / Senior Manager – Creative Services

- Responsible for the art direction, graphical user interface/layout design, custom applications creation and production of member affiliate portal sites.
- Duties include: project managing, information architecture, designing professional web site mockups for presentation, designing custom applications for each individual client, writing

HTML / DHTML / JavaScript / CSS code in a UNIX environment, Cold Fusion integration, web site maintenance.

12/1997-11/1999 **Cobalt Group (www.cobaltgroup.com)** **Seattle, WA**
Senior Web Designer

- Responsible for the graphical user interface/layout design, production and maintenance of custom web sites for clients such as: Ford, Toyota, Daimler-Chrysler, Mazda, VW, Audi.
- Duties include: designing professional web site mockups for presentation using Photoshop and Fireworks, Flash animation (banners, splash pages), writing DHTML/HTML/JavaScript/CSS, CGI code in a UNIX environment, writing designs into a Perl layout, production of custom web sites, GIF animations/Banner ads, web site maintenance and basic production duties.
- Requires team efforts as well as individual projects, interaction with sales consultants, marketing department, client, developers and art director.
- Creation of Creative Services Training Program for new employees on basic web development, server structure, software, coding and other related skills.

02/1995-12/1997 **Reynolds & Reynolds Dealernet (www.dealernet.com)** **Seattle, WA**
Web Designer

- Created and maintained templates and graphics for over 450 different web site clients for the 1st automotive website online.
- Responsible for the design, production and maintenance of custom web sites and templates as well as creation of custom logos, buttons, website/page layout, online-catalogs, gif animations / banner ads, online forms, HTML/JavaScript, CGI, and retouching of artwork.

EDUCATION

- **UNIVERSITY OF WASHINGTON**, Seattle Washington: 1999 B.A. Chinese Language and Literature
- **SCHOOL OF VISUAL CONCEPTS**, Seattle Washington: 1998-1999 Certification: Coursework in Graphic Design, Web Design, UI Design Principles, and Art Direction.

INTERESTS

Classical Chinese, fashion, knitting, djing, music production, electronica.

REFERENCES

Available Upon Request