

# Matthew Yiu

UX/UI Designer & 3D Artist

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## About Me

Hey there, I'm a designer based in Melbourne.

Spending 3 years freelancing art and animation, I have developed the skill and mindset to tackle problems through artistic and creative solutions.

Completing a UX/UI bootcamp has re-quipped me with a new perspective and approach in solving problems through empathy and insights.

Combining these two backgrounds I am able to elevate the experience of communicating solutions through visual storytelling.

## Skillset

### UX/UI Design

Desktop research  
1 on 1 Interviews  
Guerilla Interviews  
Surveys  
Ideation Workshop  
Affinity Mapping  
Empathy Mapping

Personas  
Customer Journey Maps  
Storyboarding  
User Flow  
Wireframing  
Prototyping  
User Testing

### Art & Design

3D Modelling  
UV Unwrapping  
Baking  
Rendering  
Logo Design  
Typography

Illustration  
Compositing  
Rendering  
Texturing  
Branding

## Tools

Figma  
Photoshop  
Illustrator  
InDesign  
Maya  
Renderman  
Unreal Engine

Substance Painter  
After Effects  
Media Encoder  
Zbrush  
Marvelous Designer  
Unity

## Education

### Academy Xi

UX/UI Design Transform

March - June 2022

### Academy of Interactive Entertainment

Art & Animation

2016 - 2018

## Projects

### iO Energy

UX Researcher | UI Designer

June 2022

- Conducted desktop research, site evaluation and competitor analysis with other sites.
- Created survey questions and synthesizing the data gathered from it
- Using the affinity map insights, created the personas and customer journey maps
- Participated in an ideation workshop to develop a solution
- Worked on Lo-Fi, Mid-Fi and Hi-Fi wireframes and functioning prototype for mobile app
- Co-presented deliverables to stakeholders

### Pioneera

UX Researcher | UI Designer

May 2022

- Held meetings with clients
- Conducted research on company to simulate user's research journey
- Participated in creating survey/interview questions and conducted 1 on 1 interviews.
- Synthesized the data to create an empathy map, persona and customer journey map
- Co-presented the final deliverables to stakeholders

### Gotcha M-City

Product Designer | End to End

March - April 2022

- Created survey/Interview questions, and conducted 1 on 1 and Guerrilla interviews
- Synthesized the data to produce an affinity and empathy map. Using these insights, created a persona and customer journey map
- Facilitated an ideation workshop to brainstorm ideas for a solution
- Created a storyboard to visualize and validate the creation of a user flow
- Created Lo-Fi to Mid-Fi wireframes and prototyping for user testing
- Produced a functional Hi-Fi prototype
- Presented the project

## Work History

### First Page Digital Agency

UX/UI Digital Designer (Freelance)

July 2022 - August 2022

- Web design
- Presentation deck design

### Daiso

Duty Manager

November 2018 - May 2022

### Art and Design Freelancing

3D modeller, Graphic designer

July 2018 - December 2021

- Logo design
- Branding
- 3D modeling, texturing & rendering

### EB Games

Casual Sales Associate

August 2018 - February 2019