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Senior Product Designer with a holistic approach to digital design and user-centred experiences.

With over 6 years of experience, I've collaborated with world-class clients to enhance their digital brand and services.

Alan Chu

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Professional history

Jan 2020 –
Feb 2021

Lead Designer: 11FS

Part of a cross-functional team to develop a customer-led mobile application for a new challenger bank in the Middle East. From brand analysis to user testing, my role covered various design phases to deliver the best user experience and strong design execution against a product vision. In addition, I led design demos to the clients and brought concepts to life through animations and prototypes.

Oct 2019 –
Jan 2020

Senior Designer: Hugo & Cat

Engaged in various projects that include establishing a flexible web kit for international Sony teams, visualising the Tourism Ireland web platform and collaborated on the Nutmeg Nuggets campaign.

Nutmeg

With the initiative to educate the public with bitesize tips for distinct financial needs, we created the website for the 'Nutmeg Nuggets' campaign. This involved collaborating with developers and UX to create modular components that were switchable across distinct nuggets.

Jul 2018 –
Oct 2019

Senior Designer: Digitas London

Honing my craft and expertise in interface design, undertaking client-facing presentations and workshops to identify clients' business challenges and propose design solutions.

E.ON

As one of the biggest energy suppliers in the UK, we partnered with E.ON to define and rapidly bring it to life their mobile app for the future.

Other projects: *Hastings Direct, P&O Ferries, and Centrica*

Sep 2016 –
Jul 2018

Associate Designer: Digitas London

Worked together with developers and UX to create meaningful digital experiences – brought to life through prototyping and interactions.

HSBC

With the launch of their new branding, they needed to translate this across their digital ecosystem whilst ensuring a valuable digital experience. To ensure a cohesive design experience, we built an in-depth mobile app UI kit and established core principles for their apps worldwide.

Other projects: *Samsung, AstraZeneca, and Honda*

Aug 2014 –
Sep 2016

Junior designer: Digitas London

Collaborated on award-winning digital products and experiences, such as the National Trust website and Mumsnet pregnancy app.

National Trust

Partnering with the UK's largest conservation organisation that protects over 350 heritage properties, our mission was to refresh their website and mobile application to appeal to a younger audience.

Other projects: *Pigeon Air Patrol, Kelloggs, and Mumsnet*

Jul 2008 –
Jul 2018

Ambassador: Ideas Foundation

Progressing from a participant to an ambassador, I helped young creative people to further their talents and invested in their design education. I guided them to get their foot in the creative field, as well as provided insights and training through workshops, live briefs and talks. Many of the participants now have an established career in the creative industry.

Key skills + tools

Web and app design
Brand guidelines
Design systems
Typography
Art direction
Design software (Sketch, Figma)
Prototyping (Invision, Marvel)
Interaction design (Principle, AE)

Things to talk about

Aside from my passion for design, I enjoy travelling, bouldering, people-watching, bingeing TV shows and urban gardening (follow me @notanotherplant).

Education

BA (Hons) Graphic Design at
Arts University Bournemouth.