

CHAZE DING

UX/UI Problem Solver in Web 3

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SUMMARY

Hi, I'm a **UX designer with an architectural background**. I bring the inspiration and skills to design to meet and exceed business goals and users' needs.

I believe a good design is a successful result of collaborative work combined with innovative values that make the **everyday experience better**.

EXPERIENCE

Product Designer. Planet Neo Lab. Current

- Coordinated with design, technical and marketing team to identify critical issues in user experience and proposed multiple solutions.
- Created high quality concepts and test the prototype and worked with the development team to bring the product to live.
- Delivered multiple web 3.0 products (NFTs, websites and an app) and utilities (airdrops) for a multi-chain NFT community.

UX / UI Designer. Virtually Human. 2022

- Conducted usability testings for web 3.0 NFT burning feature and developed whole research outcome including stakeholder presentation and reports.
- Liaised closely with engineers and designers to deliver the project on time and within budget.
- Updated prototype UI and information architecture.

UX Designer. General Assembly. 2021

- Completed four 2-week design sprints exploring various user experience design methods including user research, testing methodologies, and design best practices.
- The tools used were competitor analysis and evaluations, surveys, archetypes creation, brainstorm and ideation, feature prioritisation, MVP (minimum viable product) and Figma prototyping.

Design Coordinator. OMG Pty Ltd. 2020-2021

- Prepared consultant documentation drawings for all stages and coordinated planning and scheduling.
- Certified blueprints prior to construction, liaised with the installation team to provide quality building services to comply with Australian standards.
- Completed the projects within strict timeline and budget.

Architectural Graduate. NBR Architecture. 2020

- Built award-winning education architecture across New South Wales.
- Preparation and delivery of design meetings and presentations.

Architectural Graduate. Reid Campbell. 2018-2019

- 3D modelling Exterior and Interior for multi-disciplinary buildings including master planning, industrial, hotels, commercial sectors.
- Collaborated with team to resolve critical issues in design and provide solutions.

SKILL

User / Product research	UI design
Agile teamwork	Webflow
Wireframing	Web 3.0 / blockchain
Prototyping	Storytelling
User flows	Problem-solving
Usability testing	Responsive design
Human-centered design	accessibility design
Information architecture	Data analysis
Stakeholder management	Presentation
Product management	Teamwork

TOOL

Figma	Slack
Figjam	Clickup
Miro	Canva
Adobe Illustrator	Unity
Adobe Photoshop	AutoCAD
Adobe Indesign	Rhinoceros 3D
Adobe Premiere Pro	Hand sketch

EDUCATION

General Assembly

Full Time User Experience Design Immersive

The University of New South Wales

Master of Architecture

AWARD

Ronald Lu Scholarship

The University of New South Wales

2nd Place Pitch

Department for Trade and Investment, Interchange

LANGUAGE

English
Mandarin