# Edward Yao

Product & Industrial Designer

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## I'm focused on crafting meaningful and purposeful experiences through design.

## Education

**General Assembly**          Jun 2017 - Aug 2017
User Experience Design Program
Sydney, NSW

**University of Technology, Sydney**   2011 - 2014
Bachelor of Industrial Design (Honours)
Ultimo, NSW

## Skills

**Software**
Figma
Adobe Creative Suite
Revit
Solidworks
AutoCAD
3DS Max VRAY
Enscape 3D

**Languages**
English (Fluent)
Shanghainese (Conversational)

**Design**
Personas
Usability Testing
Cross browser testing
User Interviews & Workshops
Prototyping
Sketching & Storyboarding
Competitor Analysis
Affinity Mapping
Project Management
Design Strategy
Rendering
Photography

## Interests

Powerlifting, Nutrition, Travelling, Reading, Podcasts, Rendering, Graphic Design, Video Games, Food, Photography and Storytelling

## Achievements

Selected as 1 of 10 employees to participate the Trade Ledger high performance program

Winner of the first Trade Ledger Genius Award

National finalists at the Australian Event Awards in the following categories. Best Achievement in Design, Look or Theming and Best Technical Achievement or Innovation for the Samsung Infinite Experience

Collectively, with key event sales and operations staff, have grown the ATC racing carnival from $520,000 in 2016 to $2,700,000 in 2019

## Experience

**Product Designer**
Trade Ledger                    Mar 2021 - Present

Assisted in the implementation and training of new design tooling (Figma). Led the transition of the Design System from Sketch into Figma with support from the Design Lead. Provided on-going support and training to designers in the UK and Australia. Working across 4 squads to identify product problems outlined by our tenants. Produced high fidelity wireframes and prototypes for delivery and sales presentations. Designed a new Design System to establish a single visual language and resolve current problems faced with the existing Design System. Designed the next generation Trade Ledger platform (Phoenix) in collaboration with internal and external stakeholders. Working with a squad to design and establish a Multi-Product solution, enabling all of our tenants to lend against a variety of Credit Products. Collaborated with internal and external stakeholders to design In-life Management capabilities as part of our core offering, enabling an end-to-end lending SaaS platform which resulted in a new customer deal (Barclays) and a £3m investment. Established design documentation as part of our Product Design Life Cycle to ensure design decisions are captured and our design decisions are justified to the business.

**User Experience Designer**
YourHealth+                      Mar 2021

Used existing research and liaised with internal stakeholder to drive ideation and development of low fidelity wireframes. Worked closely with the CEO to produce high fidelity visual wireframes and prototypes. Audited the beta product in order to align the products UI and UX. Audited all articles to simplify prose.

**Sydney Design Manager**
Harry the Hirer                  Jan 2018 - Mar 2021

Managed, trained and grew the Sydney design team from two to six full time staff within two and a half years. Shifted the design culture and created a more holistic rapport between design, sales, stakeholders, clients and projects. Leveraged skills, capabilities and passions of each individual designer and strategically aligned projects to empower confidence within roles and create consistency within design. Developed weaknesses and pain points, enabling designers to adapt to situations more effectively and confidently. Designed and developed digital forms to streamline communication between sales staff and designers when briefed on projects. Collectively assisted in the growth of Sydney's revenue by 6% per annum. Monthly team activities to create a tighter family bond within the team.

**Designer — Exhibition & Events**
Harry the Hirer                  Sep 2015 - Jan 2018

Supported the Harry the Hirer sales and operations team with designing and delivering 2D and 3D construction drawings. Worked closely with the sales team and clients to provide 3D visualisations when pitching for new work and for publications. Designed and developed catalogues, showcasing stand designs, exhibition layouts, structure configurations and visualisations as a tool for sales staff

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## Experience

to provide inspiration and guidance in client meetings as well as streamline design processes in the back end. Worked with sales staff to cultivate and develop large scale projects year in, year out.

**Experience Architect**
Goodwill Analytics                 Dec 2016 - Jan 2017

Volunteered to support the Goodwill Analytics team in the re-design of their website. Hosted a workshop to define the purpose and goals for the re-design, as well as flesh out the information architecture and branding. Delivered low and high visual fidelity wireframes to test.

**Freelance Industrial Designer**
Abalos & Colab Design Group          Jan 2015 - Oct 2015

Supported the Colab Design Group with designing and delivering concept sketches, 2D and 3D construction drawings and 3D visualisations for exhibition stand displays. Created and delivered 2D and 3D interior layouts and designs for large office spaces. On-site installation management for Sydney InDesign exhibition. Generated lighting and furniture concept designs for Abalos. Adjusted the fabric pattern for the Ombre light series for commercialisation.

**Experience Architect Internship**
Digital Eskimo                      Jun 2015 - Sep 2015

Supported two lead designers in a three month user research and website interaction design project. Assisted in the facilitation of workshops, user and client side. Assessed analytics and made informed decisions when wireframing the design. Created and usability tested the wireframes. Conducted cross browser testing on the end design.

## Referees

Available upon request