

JEFF LAU

Senior UI/Digital Designer

DETAILS

PHONE

+64221839250

EMAIL

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LINKS

[Portfolio](#)

[Instagram](#)

[LinkedIn](#)

SKILLS

UI/UX Design

Art Direction

Digital Design

Product Design

Branding

Video and Motion

HTML/CSS

LANGUAGES

English



Chinese



Malay



PROFILE

Highly skilled Senior UI/Digital Designer with over ten years of experience creating compelling designs, brands, and products. Adept at collaborating with Creative Directors and clients to ensure successful completion of challenging projects to a consistently high standard. Strong communication skills and expertise in designing for web, mobile, and other digital platforms. Committed to delivering exceptional designs that inspire and engage audiences while driving results.

EMPLOYMENT HISTORY

Senior Designer / Director, Jeff Lau Design

Auckland

Apr 2022 — Present

- Proven track record of delivering design solutions and services for agencies, brands, and corporate clients.
- Offering a diverse range of design services, including UI/UX, digital, print, branding, and video editing.
- Collaborating closely with clients to ensure streamlined workflows and clear communication throughout the design process.
- Experience working on-site with clients and agencies, as well as remotely.
- Committed to helping clients enhance their websites, products, brands, and overall consumer experience through effective design solutions.

Senior Digital Designer, Shine Limited

Auckland

Jul 2018 — Mar 2022

- A key pillar in establishing a digital design department in Shine and bringing all the digital work in-house
- Develop a digital production workflow with the Traffic Manager
- Mentoring and coaching junior digital designers
- Collaborate with creative directors, strategists and technologists to create end-to-end digital executions
- Design, create, implement, prototype and manage the interface design, web design, brand and marketing material
- Digital art direction for motion graphic design, web and social design and digital campaign.

HOBBIES

Street dance, cooking, music, travel, wine

Int-Snr Digital Designer, TVNZ

Auckland

Apr 2016 — Jun 2018

- Collaborate with Product Owner to help improve and update TVNZ online streaming product
- Leading the digital campaign, design and build micro-sites for TV shows and translating TV ads into online, social media and HTML banner format
- Guiding and training junior and intern digital designers
- Collaborate with the sales, creative, and promo teams to ensure the digital campaign delivers high standards
- An integral troubleshooter and digital knowledge bank for colleagues and clients
- Design and develop the template for the ongoing project for cost-effective and fast turnaround.

Digital Designer, FCB Aoteroa

Auckland

Apr 2014 — Mar 2016

- Working with the studio team to coach and mentor the Mac operator/art worker to handle basic digital design, e.g. animated gifs, templated flash banners, social media posts
- Trained in Sass system to help client design and build EDM into the Sass platform
- Flexible and able to work on both digital and print-based designs
- Designing and animating Flash banners for various clients
- Working with After Effect for simple social media videos/posts.

Junior Digital Designer, Admission

Auckland

Sep 2012 — Mar 2014

- Closely worked with the Art Director to create high fidelity digital campaigns
- Design and craft EDM for various clients and prepare final artwork for the developer to build
- Animating logo intros for various campaigns
- Web design for clients
- Designing print and corporate collateral material.

EDUCATION

Bachelor Degree in Computer Graphic Design, Wanganui School of Design

Wanganui

Feb 2011 — Nov 2011

Associate Degree in Visual Communication, New Era University

Kuala Lumpur

Mar 2007 — Mar 2010

COURSES

Design Thinking Course, IDEO U

Mar 2020 — Jun 2020

Digital marketing training day course, Google

Jul 2019 — Jul 2019

REFERENCES

References available upon request

EXTRA-CURRICULAR ACTIVITIES

Diversity and Inclusion Committee, Shine Limited

Auckland

Nov 2020 — Mar 2022

Social Planning Committee, Shine Limited

Auckland

Jul 2018 — Mar 2022

DISTINCTIONS

Best Design Awards

Auckland

- TVNZ+ - Large Brand Identity **Finalist** (2022)
- Genesis Supporter Shirt - Digital Campaign **Finalist** (2021)
- Tip Top The Bottomless Cone - Designed Object **Finalist** (2021)
- Tip Top The Bottomless Cone - Design Communication **Finalist** (2021)
- TVNZ Blacksand HEIHEI - Large Brand Identity **Finalist** (2018)