



AILIN CHU

With 6+ years experience, I am a visual designer based in London with highly creative thinking, excellent design skills, varied work experience in design and a passion for design and technology. I am seeking a creative role in design oriented environment.

STRENGTHS

Quick learner who can work well under pressure.
Excellent problem-solving skills.
Strong team player with excellent communication skills.
Great knowledge of industry standard design tools.
Deep understanding of the design process.
Proficient in pixel-perfect design.
Creating design from concept to detailed production.
Experience in user-centred methodologies and product development in Agile and Scrum environments.
Broad experience in communication design and product design for the web, wearables, and applications on desktop, Android and iOS.

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Portfolio | ailinchu.com

EMPLOYMENT HISTORY

TomTom *March 2015–Now*

Visual Designer - Design various fitness products including: sports GPS watches, action camera; native mobile and desktops apps; Create concept, wireframes, mock-ups and prototypes for the products; Design interfaces, component library, illustrations library and style guides.

Moonfruit.com *June 2013–Feb 2015*

Digital Designer - Maintain and develop brand guidelines; Design for online and offline marketing campaigns; UI design of the web-based product; A/B tests and usability tests; Design for social media.

Save the Children UK *Aug 2012–Aug 2013*

Digital Designer - Identity and microsites for campaigns; Digital banners; Marketing materials; Print design.

BrandFuel. London *Jan–Aug 2012*

Designer - Brand & identity; Websites design; Front-end development; Graphic design; Social media design.

Miura London *July–Dec 2011*

Designer - Website design; Graphic design; Print design and quality control; Client communication.

Bluw-i London *Jan–June 2011*

Junior designer - Brand and identity; Interface design for applications on tablets; Website design.

EDUCATION

Goldsmiths, University of London *Sept 09–Sept 10*

Master of Arts – Design Critical Practice

London College of Communication *Jan–Dec 08*

Graduate Diploma – Design for Visual Com.

Yuan Ze University *Sept 2002–Jul 2006*

BA in Design – Information Communication:
Multimedia Design pathway

SKILLS

Mac OS X, Windows

Sketch, Illustrator, Photoshop, Flash, After Effects CC

HTML, CSS, Dreamweaver, Wordpress

Prototype: Pixate, Principle, Keynote

Microsoft Office: Word, PowerPoint, Excel

QUALIFICATIONS + LANGUAGE

ABC Level 3 Award – Screen Printing

ABC Level 3 Award – Creative Book Structures

Chinese: Native

English: Fluent

Japanese: Good knowledge