

Alex Ng

PRODUCT DESIGNER :: UX DESIGNER :: INTERACTION DESIGNER

::: Location: Orpington, BR6 ::: Email: alexngux@gmail.com :::

::::: PERSONAL DETAILS

- Preferred office location / cadence: **London & South East / Hybrid or remote**
- Place of Birth / Nationality: **United Kingdom / British**

::::: ABOUT ME

- Passionate, diligent, collaborative and delivery-focused **UX / Product Designer**
- Works closely with **Product Owners** and SMEs to understand user and business needs, define strategy, optimise user journeys, and plan design activities
- A hands-on design practitioner who specialises in journey mapping, wireframing, **prototyping**, UI design & specifications
- Works in both complex, **multi-disciplinary product** environments and smaller **startups / agencies**
- Works with, and contributes to, **Design Systems**
- Previous clients/brands (direct): **London Stock Exchange Group, Tesco, The Economist, UBS, Barclays, Sky, Virgin Media, and Ministry of Justice**
- Previous roles included conducting and planning **user research** or collaborating with User Researchers
- Expert user in **Figma, Axure, Miro, Sketch**
- Background in **Information Architecture and Interaction Design**

::::: WORK HISTORY

Feb 2024 - Present London Stock Exchange Group Principal Product Designer (UX) Contract	Working on a new suite of applications for Wealth Advisors on LSEG's strategic Workspace platform; enabling Advisor workflows for client portfolio monitoring, management, analysis and reporting.
Dec 2021 - Jan 2024 Tesco UX / Product Designer Contract	UX/UI design on internal Tesco applications to facilitate buyer-and-supplier workflows; ensuring the efficient and accurate onboarding of product data into Tesco. Responsible for initial discovery, prototyping and high-fidelity UI designs.
Apr 2019 - Nov 2021 UBS UX / Product Designer Contract then Permanent	UX and UI design on a number of client onboarding projects, on the UBS NEO platform. Worked with Product and SMEs to refine requirements with rapid prototyping. Produced detailed design specifications for development teams.
Oct 2018 - Feb 2019 ObjectTech UX Designer Contract	UX Lead for this London-based 'scale-up' - reimagining identity where the person is their identity. Giving people control of their identity (self-sovereign identity), the platform's vision was to enable gateless borders, ticket-free events, pass-less entry, wallet / device free payments.

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Nov 2017 - Oct 2018 Ministry of Justice User Experience Architect Contract	Digital transformation programme to automate the previously-manual process from 'the initial charge' and the consultation with CPS lawyers, through to the publishing of the bundle of evidence for defence lawyers. I created prototypes for research which resulted in refined designs that went into development sprints. Also designed the Reporting Dashboard for Operational Managers to manage productivity, case-load and resources.
Jan 2016 - Oct 2017 Barclays UX Lead Contract	UX Lead for this new data-visualisation rich, bank-wide security platform for Barclays. Working closely with the business, I designed and prototyped a dashboard for operatives to monitor various incidents across the bank, as well as a case management system for different incident management teams, and a reporting tool. This design had to work across mobile, desktop and large-screen (for the 24-hour operational centre).
Oct 2015 - Jan 2016 The Economist User Experience Architect Contract	UX Lead for a new CMS design.
Jan 2015 - Oct 2015 Barclays User Experience Designer Contract	UX design on a Barclaycard 100% digital loan application service for European markets. Designed, prototyped and tested solutions to create a seamless journey integrating multiple third-parties and new methods for identity and income verification. Also led 3-week customer research cycles where I created, tested and iterated high-fidelity Axure prototypes (with German content).
Jul 2014 - Dec 2014 Department of Work & Pensions User Experience Designer Contract	Delivering of the 'new' Universal Credit programme; a responsively-designed benefits system that encourages people back into work and combines the six main benefits and tax credits into one monthly payment.
Aug 2013 - Jul 2014 Barclays User Experience Designer Contract	Worked on the foundational designs for Smart Investor, a new self-directed service for wealth management and investing. The project involved a responsive, mobile-first approach; and the design of a new retail investment offering for the bank, integrating financial planning features to the buying, selling, managing, and analysis of investments. I worked on the customer's account/portfolio section where we visualised their 'total wealth' and allowed them to drill into individual investment portfolios, and make trades.

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Jan 2013 - Jul 2013 Virgin Media User Experience Designer Contract	UX Lead in the Optimisation team, working on the eCommerce platform. Identified opportunities to improve conversion, based on hypotheses; created concepts and prototypes for A/B testing with live traffic, with winning solutions specified for delivery.
Jul 2012 - Jan 2013 Flow Interactive UX Designer Contract	Worked on projects in the financial sector and created wireframes and prototypes for an application to help Financial Advisers advise clients, and onboard them, during a time where their business model (and regulatory environment) changed drastically. A change that resulted in a greater focus on customer education.
Apr 2012 - Jul 2012 Which? Information Architect Contract	Created wireframes and high-fidelity prototypes for a new digital product in the higher education sector. Liaising with, and creating specification documents for, external development agencies. The product was the first responsively-designed product at Which?.
Jul 2011 - Mar 2012 Bodog UX Lead Contract	UX Lead working with subsidiaries in Europe, Asia and North America. Led the UX for a new gaming and sports betting platform, a new careers site, a new affiliate site and various experience-enhancing mini-projects for our Asian portal. Delivered short-term tactical enhancements as well as setting the overarching experience design direction for remote UX teams who reported into the London team.
Nov 2010 - Jul 2011 Sky User Experience Designer Contract	UX design for BAU enhancements to the online shop, optimising conversion journeys for broadband packages including the main Quick Buy page, the basket, the order summary page, and shopfront pages; as well as re-thinking online engagement and purchasing journeys holistically.
Sep 2009 - Nov 2010 EMC Conchango User Experience Architect Permanent	UX designer on the strategic programme of work redesigning the Virgin Media online shop and the customer / account area.
Dec 2007 - Sep 2009 MRM Worldwide Information Architect Permanent	Produced user journeys, sitemaps, wireframes, process flows, use cases and functional specifications for Microsoft, Intel, MasterCard, Vauxhall and Boehringer Ingelheim.

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::::: ACADEMIC BACKGROUND

Nov 2007 - Apr 2008 Open University	User Interface Design & Evaluation Merit
Sep 2000 - Sep 2001 London School of Economics (LSE)	MSc Analysis, Design and Management of Information Systems Merit
Sep 1997 - Jun 2000 University College London (UCL)	BSc Information Management 2.1 (Hons)
Sep 1995 - Jun 1997 Rutland College	A Levels Business Studies (A), English Language & Literature (C), Computing (C)

::::: SKILLS & TOOLS

Experienced user of **Figma, Sketch, Axure, Miro, Omnipage**.