VINCENT LADE

UX / UI Designer

vincentlade.com

SOFTWARE

Figma
Sketch
InVision
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Dreamweaver
Adobe Premiere Pro
Adobe Media Encoder

CODE

HTML
CSS
C#

INTERNATIONAL

Hong Kong *(Resident)*
Canada *(Citizen)*
United Kingdom *(Citizen)*

CONTACT

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Central, Hong Kong

EMPLOYMENT

The Egg | UX / UI Designer

March 2019 - Current | Wan Chai, Hong Kong

The Egg specializes in introducing Western brands to the complex Chinese, Japanese, Korean, and APAC markets. As their UX / UI Designer I'm responsible for ensuring the high-quality execution of design and development projects for company initiatives and select clients. I leverage my diverse market experience to create visually compelling designs and deliver user-focused solutions that hit key business goals. The Egg is headquartered in Hong Kong with additional offices in Tokyo, New York, Seoul, Shanghai, and Guangzhou.

Clark Wilson LLP | UX / UI Designer

July 2014 - February 2019 | Vancouver, Canada

As a member of the marketing team at Clark Wilson, I played a pivotal role in driving the successful rebranding and continued marketing efforts for one of Canada's top law firms. With a focus on revitalizing the brand while retaining its long-standing reputation, we launched a series of internal and external campaigns to bring the traditionally conservative world of law into the fast-paced digital environment. Notable achievements included leading a complete rebranding of the firm, managing the website redesign with a budget of $600,000HKD, creating over 100 branded ads in prominent publications, and designing 25+ new business development materials. Through these efforts, we successfully positioned Clark Wilson as a modern and forward-thinking law firm, helping to attract new clients and retain existing ones.

MyLooks | Graphic & Web Designer

January 2012 - June 2014 | Vancouver, Canada + Miami, United States

As the Graphic & Web Designer at cosmetics start-up MyLooks, I worked directly with the Chief Marketing Officer to help grow its brand. Leveraging large ad campaigns and sponsorships such as the Dr. Oz Show and the GRAMMY Awards, we multiplied our customers in the USA and grew the company from one office to six across North America. My role encompassed producing a wide range of digital assets, printed materials, commercials, and supporting events in Miami to expand in a highly competitive and rapidly-evolving industry.

EDUCATION

Google LLC | Google UX Design Certification

This comprehensive program sharpened my knowledge in UX principles, methodologies, and tools such as wireframing, prototyping, and user testing. Through hands-on projects and real world case studies, I have developed the ability to create user-centered designs that improve the overall usability and accessibility of digital products.

California Institute of the Arts (CalArt) | UX / UI Design Specialisation

This foundational course equipped me with valuable skills in designing user interfaces that are visually appealing, intuitive, and user-friendly. Through the course, I learned about the principles of user experience (UX) design, user interface (UI) design, interaction design, and design thinking. I also gained hands-on experience in prototyping, wireframing, and usability testing.

The Art Institute of Vancouver (AiV) | Foundations of Graphic & Web Design

During this Associate Degree program I learned to create designs that engage and communicate effectively with target audiences through the use of design principles for digital media and print. I also gained strong knowledge in industry-standard design software such as the Adobe Creative Suite and effective skills in front-end coding.