


Veronica Xu

UI/UX designer

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www.veronicaxu.com 

UI/UX designer with 3+ years of digital design experience. Skilled in ideation, wireframes, prototypes, user research and interaction design. University Medal recipient for design at UNSW. Driven by User-Centered Design. Striving to create beautiful and functional designs that improve our ways of living.



EDUCATION

University of Canberra | 2021

Graduate Certificate in
Government Informatics

University of New South Wales (UNSW) | 2020

Bachelor of Design (Honours)
Interactive & Graphic Design

University of New South Wales (UNSW) | 2020

Bachelor of Media
(PR & Advertising)

Cornell University | 2018

Bachelor of Design and
Environmental Analysis

DESIGN AWARDS

University Medal
for Design UNSW 2020

UNSW Art & Design
Dean's List 2018 - 2020

A&D Annual 18 logo design
competition - 2nd place

Art Gallery of NSW Exhibitor
ARTEXPRESS 2016

SKILLS

- Accessibility WCAG 2.1
- AIIY guidelines • Storyboarding
 - Ideation • Wireframes
- Product Design • Prototyping
 - Interface Design • Design system • Component library
- Design Patterns • UX Research
 - Usability testing • HTML • CSS
 - Agile • DevOps • User flows
- Service Design • Organisation
 - Heuristic Evaluations
- Graphic design • Illustration

WORK HISTORY

UI Designer

Department of Industry, Science and Resources | Sept 2022 - Present

- Lead UI/UX designer for the business.gov.au Grants Portal redesign. Responsible for heuristic evaluations, high-fidelity interactive prototyping, user flows and accessibility reviews.
- Lead UX designer for Questacon Digital Discovery. Facilitated 24 user research sessions, including interviews, ideation workshops and co-design (journey mapping) workshops.

UI/UX Designer

Department of Education, Skills and Employment | Jan 21 - Sept 2022

- Redesigned the user interface of the Career Profile, Account and Apply for a Job flow for jobactive.gov.au to simplify the job search experience for millions of job seekers and employers.
- Built a reusable design system and pattern library from scratch, complying with WCAG 2.0 accessibility guidelines.
- Lead visual artefact designer for service blueprints, personas and archetypes for the Departmental 2nd pass business case.
- Facilitated 16 task-based usability testing sessions with 8 employers and 8 job seekers.

Junior Digital Designer

Chas Clarkson | Feb 2019 - Dec 2019

- Conceptualised interactive experiences into 3D digital artworks for multi-million dollar projects across Sydney and regional NSW, including City of Newcastle Christmas 2019.
- Supported delivery of large-scale events and exhibitions through client presentations, production specification documents, concept design and design prototyping.

Design Consultant

Matt Blatt | May 2019 - May 2020

- Collaborated with client base to co-design accessible and attractive commercial and residential interiors.
- Offered specialised design advice that improved showroom sales and visual merchandising strategy.

Graphic Designer

Antler | Oct 2019 - Nov 2019 (contract)

- Created print-ready graphics, flagpole banners, lightbox and information booklet for 1000-attendee Antler Demo Day event hosted at Sydney Town Hall.