

# LORRAINE L. CHUNG

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*UX designer, service designer, culture observer, creative problem solver.*

## EDUCATION

### MASTER of CROSS CULTURAL COMMUNICATIONS

2014-2015

University of Sydney, SYDNEY

### MASTER of ART ADMINISTRATION

2011-2012

University of NSW (COFA), SYDNEY

### BACHELOR of ENGLISH LITERATURE

2004-2008

National Central University, TAIWAN

## AWARDS

ANGEL HACK SYDNEY 2015

GRAND PRIZE

## TOOLS

**UX software:** Axure, Omnigraffle, InVision

**Design software:** Sketch, Photoshop, InDesign

## SKILLS

- User research
- Information architecture
- Usability testing
- Interaction design
- Artifact analysis
- Workshopping
- Wireframing
- Prototyping
- Stakeholder engagement and management

## EXPERIENCE

### COMMON VENTURES / APRIL 2015 · SYDNEY

*UX designer (short contract)*

Common ventures as a creative solution provider, engage with an array of different projects, from adverts to mobile solutions. I provided my UX insight to assist a large, well established institute on their journey to modernize and diversify their service.

**My responsibilities:**

Competitive analysis | User research | Business analysis | Personas and user journeys  
Mobile application design | Information architecture | Conceptual wireframes |  
Design workshop | Stakeholder engagement

### LIFEALLY / FEB 2015 · SYDNEY

*UX consultant (2 week contract)*

LifeAlly is dedicated to helping individuals optimise their health and daily lifestyles in a positive, social, gamified and rewarding way. My responsibility, as part of a two-person team was to create a strategy to enhance the user experience. I provided insight to guide the re-design and I created a conceptual design to demonstrate the vision. This work lays the foundation for the next generation of the website and offer the program directly to the public (rather than only through the insurers or employers).

**My responsibilities:**

Heuristic evaluation | Competitive analysis | User research | Clarifying the value proposition and improving on-boarding process | Information architecture | Usability testing | Concept wireframes | Stakeholder engagement & management

### GENERAL ASSEMBLY / DEC 2014 – FEB 2015 · SYDNEY

*UX Design Immersive (10 weeks, 400 hours, 4 projects)*

Through this intensive 10 weeks, 5 days/week, 8 (or more) hours/day program, I had extensive exposure and hands-on practice with the entire range of user experience design principles and user-centred design processes & tools.

**Key skills developed:**

User research | Information architecture | Interaction design |  
Sketching and prototyping | Heuristic evaluations | Usability testing | Front end web development concepts | Visual design principles |  
Stakeholder management | Presentation skills

### NOSH HOSPITALITY, STEDMANS, RADISSON HOTEL, MERIVALE / FEB 2012 - PRESENT · SYDNEY

*Event and Function teamleader*

Take part in a wide variety of event and functions, including Sydney Festival program launch, Lord Mayor New Years Eve party, The Lowy Institute Annual Gala, Falls Festival (and more) at Sydney's most prestigious venues such as the Sydney Opera House, Tow Hall, Olympic Park, and Macquarie Bank, Westpac, and Commonwealth Bank.

**My responsibilities:**

Team coordination | Service delivery | Time and stock management |  
Customer service | Client liaison

## LANGUAGE SKILLS

**English:** Native  
**Chinese:** Native

## TRANSLATION/INTERPRETER

- **EARLY DAYS** Book of Poetry by community leader and poet Garlock Arthur Chang  
<http://shop.4a.com.au/products/early-days>
- **Song Dong WASTE NOT** exhibition at **carriageworks** (Interpreter)
- **CREATIVE ASIA** (multiple translation projects)
- **LIU JIAHUA ARCHITECTURAL FIRM**  
Project between international Architect and the Taipei Zoo

## STRENGTHS

- Creative problem solving
- High-level thinker
- Project management
- Flexible
- Coordinator and facilitator
- Thrive under chaos, prosper under stress

## **"THE FLOATING EYE" SYDNEY PAVILION AT 9th SHANGHAI BIENNALE / JUNE 2012 - NOV 2012 · SYDNEY SHANGHAI**

*Translator and Project assistant*

Represented Sydney at the Shanghai Biennale, I managed the Chinese content for print and digital, traveled with the curating team to China for the 2 week long installation process. Being the only Chinese speaker on the ground, I was responsible for communication between our team and artists, the host Shanghai Biennale, and the array of contractors.

### **My responsibilities:**

Stakeholder coordination | Cross team (culture) communication | Digital content management | Translation | Interpreting | Assisting with installation

## **4A CENTRE FOR CONTEMPORARY ASIAN ART / MAR 2012 - FEB 2014 · SYDNEY**

*Digital marketing and project Intern*

Involved in the operations of various project in all stages. Understanding the cultural context of the exhibition, who we are working with, what is the nature of the works, the limitation and strengths of the exhibition space, how to present the exhibition on different media targeting to different audiences.

### **My responsibilities:**

Digital content management | Online marketing campaign | Artist liaison | Sponsorship and funding research | Translation

## **BLAKE SOCIETY / FEB - NOV 2012 · SYDNEY**

*Marketing and administration intern*

Blake Society hosts the annual Blake Prize, which attracts more than 300 entries. My main role was to manage the website and social media, administrate and document the entries, preparation for judging, assisting with logistic management for transport and install for the final exhibition.

### **My responsibilities:**

Website and social media management | Documentation and artist liaison | Event organising | Logistics management

## **INVENTEC / MAY 2009-JUNE 2010 · TAIPEI SHANGHAI**

*Project manager*

Inventec is one of the top electronics contractor manufacturer in Taiwan and China. Its clients are international corporations. My job, as a project manager, was to be the bridge between our development team, production, quality control, and corresponding personnel at my client (the sound company SONOS). Working with them gave me an insider's perspective about all aspects of bringing new technology to life, including with technical as well as budget, time, material constraints. Empathy was key. Seeing every individual involved in their work environment, understanding their situations, constraints, and abilities, was what made me thrive at my role.

### **My responsibilities:**

Team coordination | Production timeline | Time and stock management | Scheduling | Client liaison | Production management

## **MEEYA INC / JUNE 2009 - NOV 2009**

*Marketing associate*

This was a great opportunity to be on the ground floor of a start-up company, being thrown in the deep end, seeing the idea grow, and fail and regroup, pivot, defining and redefining to themselves and their stakeholders. My role was the marketing associate and campus ambassador, in charge of the nation-wide campaign. Although the initial product did not make it through to market, it was a valuable experience to see the iteration of a business model, branding, defining the audience, and understanding our limitations.