Randy Tsang
Curriculum Vitae

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NATIONALITY British

PERSONAL STATEMENT I am an highly driven UX designer and have extensive experience in planning, designing, and testing digital products for a variety of blue chip clients. My natural creativity, eye for detail, and keen interest in new technologies ensures that I am able to make a valuable contribution to any digital development team.

SKILLS User research : Planning : Strategy : User testing : Iterative testing methodologies : Business requirements gathering : Competitor analysis : Personas : User journeys : Sitemapping : Wireframing : Social media : Taxonomy : Copywriting : Prototyping : Presentations : Account management : Marketing : Budgeting : Project management

SOFTWARE Axure RP : Microsoft Visio : OmniGraffle : Photoshop : Flash : Illustrator : Silverback : Novamind

EDUCATION MA Interactive Media, London College of Communication, 2006-2007; BSocSci Economics with Actuarial Studies, Southampton University, 2002-2005;

AGENCY EXPERIENCE Lead Information Architect, Skyron, (Nov 2007 – Sep 2009) : As the lead information architect at Skyron, I took ownership of a variety of projects including B2B, B2C and E-Commerce websites, Extranets, Marketing Microsites, Document Management Tools and Content Management Systems. My role also included project management and account management.

UX Designer, Dare, (Feb 2010 – Sep 2010) : I spent 8 months contracting at Dare, leading IA on high profile projects for large brands such as Sony Ericsson, Vodafone, BMW, ITV Media, The FA, Penguin, Standard Life, EA Games, New Look and Johnson & Johnson.

Information Architect, Elvis Communications, (May – June 2011 & October 2011) : At Elvis, I worked on a range of projects for Sky, Vodafone, Premier Foods, Virgin Trains and Yakult. The work included helping to set up an analytics reporting strategy for a multi million pound e-commerce website and an exciting revamp of Sky Broadband's customer accounts site.

UX Designer, Barclays / Dare, (Apr 2012 – Present) : For the past year, I have been based in-house at Barclays on behalf of Dare. My role at Barclays is to consult on day-to-day changes to the Barclays website and to help plan and design new products and services as part of the Propositions and Development team.

References available on request.

PROJECTS iClarkson for Penguin (2010) : From pitch to final delivery, I worked closely with Penguin and internal concept, design and tech teams to produce an exciting and innovative iPad app for Jeremy Clarkson's books. As well as producing wireframes and full specifications, I was heavily involved in brainstorming sessions with Penguin stakeholders to help negotiate the initial requirements and the brief.

ISAs MVT for Barclays (2013) : In time for the April ISA season, I helped redesign and oversee user testing and multivariate testing of the ISAs purchasing process live on the website. Click throughs went up by an average of 10%, conversions by an average of 3%.

Additional projects can be found at **TSNG.ME**