

Venus Lau

w venuswtlau.com e venuswtlau@gmail.com

Hello, my name is Venus. I am a human-centred researcher and UX Designer. I'm passionate about understanding the relationship between people and the products or spaces they interact with. Driven by my curiosity, I ask thoughtful questions that equip me to create experiences grounded in emotion.

Education

Simon Fraser University BA.

September 2013 - June 2021

School of Interactive Arts and Technology,
Design Concentration

Awards

VANUX Awards Winner, Nominee

November 2018

The Vancouver User Experience (VANUX) Awards recognizes elegance, clarity, innovation, impact, and emotion in UX Design. *Inclusive Postpartum Care* was selected for the *People's Choice Award* and was one of three academic works nominated as a finalist for the *UX by Students Award*.

Skills

UX Design	Heuristic Evaluation
UI Design	Qualitative Research
UX Research	Persona Development
Wireframing	Journey Mapping
Prototyping	Competitive Analysis
Visual Design	Research Synthesis
User Interviews	Content Strategy
Survey Design	Copywriting
Ethnography	Design Sprints
Concept Testing	Co-creation Workshops
Usability Testing	Project Management

Tools

Illustrator	Sketch
InDesign	Abstract
AfterEffects	Figma
Keynote	Flinto
Jira	Principle

Experience

BCLC UX Researcher

June 2021 - Current

As the sole UX Researcher on the team, I led the discovery phase of a high-priority project focused on creating a seamless account experience. My work included detailed case studies, competitive analyses, and conducting remote interviews to surface user behaviours and expectations. My findings were presented to diverse departments and commended for being highly informative and impactful to key project decisions. I also conducted usability tests for a core lottery product and shared rapid UX insights with my team and national stakeholders. As a result, my team had the opportunity to lead and unify the design vision at a national scale.

Dossier Creative Designer and Strategist

May 2019 - October 2019

Railyard Lab is a student-powered, in-house design studio operating inside brand and innovation firm, Dossier Creative. Working closely with organizations in Vancouver's Downtown Eastside, I leveraged skills in design and business strategy to research, conceptualize, and deliver cross-platform design solutions in branding, social impact, eCommerce, and experience design.

SAP UX Design Intern

September 2018 - May 2019

SAP Analytics Cloud is a smart data software that enables businesses to make rapid, informed decisions through dynamic data visualizations. As a UX Designer, my responsibilities included designing features and interactions, interface design, prototyping, and creating animated illustrations to onboard users to new features. Collaborating with the Head of Design, I prepared and delivered a presentation on UX design principles to promote consistent implementation of design features within the Design and Development teams.

Selected Work

Inclusive Postpartum Care Product Designer, Researcher

January 2018 - April 2018 [VANUX Awards 2018]

Inclusive Postpartum Care is a mobile web platform that facilitates access to information and services for urban, low-income parents who are at increased risk of experiencing Postpartum Depression. Acknowledging the unique needs of each parent, I led my team in creating an empathetic, human-centred experience with findings gathered from anonymous surveys, stakeholder interviews, and product testing. *Inclusive Postpartum Care* was showcased to design industry professionals and received high praise for its perceived impact.