Randy Tsang
Curriculum Vitae

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DATE OF BIRTH 27/05/84
NATIONALITY British

PERSONAL STATEMENT I am a highly driven user experience designer and information architect, and have extensive experience in designing websites and bespoke CMS 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 web development team.

SKILLS User research : User testing : Iterative testing methodologies : Business requirements gathering : Competitor analysis : Personas : User journeys : Sitemapping : Wireframing : Specifications : Taxonomy : Copywriting : Prototyping : Presentations : Account management : Scheduling : Budgeting : Project management

SOFTWARE Axure RP : Microsoft Visio : OmniGraffle : Photoshop CS4 : Flash CS4 : Illustrator CS4 : Silverback : Novamind

EDUCATION PhD Interactive Media (P/T), London College of Communication, 2009-2014;
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. As well as traditional information architecture tasks, my role also encompassed account management, project management and presenting for all user experience design issues.

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

References available on request.

PROJECTS Vodafone (2010) : By working with key stakeholders, planners and designers, I helped produce a vision for how Vodafone could update its services for key demographics who's increasing focus is on social media. The output included wireframes, user journeys, conceptual art and a presentation to key members of the Vodafone board in the UK.

iClarkson for Penguin (2010) : Starting off as a pitch and following through 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.

Additional projects can be found at HTTP://RANDYTSANG.COM