

# ANTHONY KU

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UI ARTIST; UX DESIGNER; INDUSTRIAL DESIGNER

## WORK EXPERIENCE

### Product and Brand Designer June 2020 – Oct. 2022

The NOCO Company

- Constructed lighting environments and 3D models highlighting factors qualities in Keyshot renderings to span omni-channel communication with engineering teams.
- Assisted development teams in rapid-prototyping user flows in Figma to drive seamless consumer purchase experiences.
- Created user-driven design roadmaps that bridged day-to-day traffic with sustained, scalable site engagement.
- Tested iterative design solutions to define information architecture, IoT capabilities, and software lifecycles.

### UI UX Designer Nov 2023 – Present

Prifina Inc.

- Led cross-functional teams in meeting research deadlines for ethnographic research, user interviews, and group analysis.
- Designed wireframes, variable design libraries, and mockup boards in Figma that defined how scalable prototypes would conduct usability testing and garner feedback from clients.
- Evaluated avenues for outreach and incentivization strategies amongst coexisting platforms using AGILE principles.
- Helped build code prototypes via ReactNative, HTML and CSS and documented baseline components and data stacks.

## PROFESSIONAL DEVELOPMENT

### Industrial Designers Society of America (IDSA) Sept. 2017 – May 2020

Arizona State University

## EDUCATION

### Master of Industrial Design June 2020

Arizona State University

### B.A Graphic Design, Minor Sustainability June 2017

Arizona State University

## AWARDS

### Project Publication in the GET 2020 Journal

Composed a comprehensive paper documenting the research process and development of Fortune8, a games and product design project completed during the 2020 spring semester. The presentation was accepted and published in the 11th edition of the International Conference on Game and Entertainment Technologies journal.

## SKILLS

### Professional

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Aftereffects  
Adobe Invision  
Figma  
Webflow  
HTML  
CSS  
Visual Studio Code  
AGILE Framework  
Packaging Graphic Design  
Analog sketching  
Bassault Solidworks  
Luxion Keyshot

### Languages

Mandarin Chinese – Fluent Speaker  
English – Native