

# Audrey Ku

Senior UX/UI Designer

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Work Experience	<b>Texas Instruments</b>	📍 Toronto, ON	<ul style="list-style-type: none"><li>Directed the design strategy for 20+ initiatives and redesigned the TI Video Library and checkout process, optimizing an enterprise financial tool with tax-certified services—enhancing accessibility, user flow, and increasing conversion rates by 37%.</li><li>Conducted usability testing and A/B experiments, leveraging qualitative and quantitative insights to refine digital experiences.</li><li>Developed adaptive wireframes and detailed prototypes to assess new functionalities and guarantee smooth user experiences across various platforms.</li><li>Led and managed UX design strategy for complex enterprise projects, collaborating with stakeholders across Product, Engineering, and Compliance to align business goals with user needs.</li><li>Figma-based design system for Texas Instruments, fostering consistency across mobile (iOS &amp; Android) and desktop platforms and improving design workflows for cross-functional teams.</li><li>Established and formalized WCAG 2.2 &amp; AODA accessibility policy at TI. Conducted TI design system accessibility assessments that included recommendations on color contrast, focus order, button dimensions, SVG accessibility, and standards for alternative text.</li></ul>
	<b>Openly</b>	📍 Toronto, ON	<ul style="list-style-type: none"><li>Delivered high-fidelity prototypes and design recommendations to align with client requirements and user needs.</li><li>Collaborated with cross-disciplinary teams in an agile environment, presenting design work and iterating based on feedback from stakeholders and user testing sessions.</li><li>Facilitated design reviews and effectively articulated design decisions to promote transparency and cross-team alignment.</li></ul>
	<b>Next digital media</b>	📍 Hong Kong	<ul style="list-style-type: none"><li>Designed compelling visuals for digital and print media, including social media campaigns, editorial layouts, and marketing materials, ensuring brand consistency and audience engagement.</li><li>Created brand assets such as logos, icons, and typography guidelines to support cohesive branding efforts across all platforms.</li><li>Collaborated with content creators, editors, and marketing teams to develop innovative graphics that enhanced storytelling across multimedia platforms.</li><li>Conducted image editing, retouching, and optimization for web and print, maintaining high-quality standards and fast turnaround times.</li><li>Managed multiple design projects under tight deadlines, prioritizing tasks to meet production schedules without compromising quality.</li></ul>

Education	📍 Toronto, ON	George Brown College – Advanced College Diploma Interaction design & Development	Sep 2020 – Apr 2023
	📍 Hong Kong, SAR	Hong Kong Design Institute (HKDI) – Higher Diploma Visual communication	Sep 2015 – Apr 2017
	📍 Hong Kong, SAR	University of Hong Kong – Bachelor degree Aviation Management	Sep 2015 – Apr 2016

Skills	<b>Principle</b>	Enterprise UX, B2B Platforms, Financial UX, Design for Complex Systems, User-centered design, Interaction design, Visual design, Design system, Prototyping, Accessibility, Material Design, Human Interface, Motion graphics, Quantitative and Qualitative research, UX Journey, Data visualization, Hypothesis-driven design, Responsive design,
	<b>Tools</b>	Figma, Adobe XD, Sketch, UXPin, Creative Suite, HTML / CSS, Jira, Confluence, Agile methodologies, Design Sprint, Miro.