

# Dau Ly Fung

## Senior UX/UI Designer

[dauly@live.co.uk](mailto:dauly@live.co.uk) · [daufung.webflow.io](https://daufung.webflow.io) · LinkedIn: @daulyfung · +44 7824 704 028

## PROFILE

---

UX/UI designer with 10+ years across visual and product design and 4+ years specialising in UX, shipping work across fintech, web3, SaaS and consumer apps. I synthesise research into clear, usable interfaces, partner closely with engineering and product, and grow design systems that keep teams shipping faster. Equally comfortable running discovery workshops, leading user testing, and owning designs from wireframe through to production release.

## CORE SKILLS

---

### UX & Research

User research, user interviews, usability testing, personas, journey mapping, information architecture, accessibility, user flows, wireframing, rapid prototyping, user analytics.

### UI & Visual Design

Design systems, components and patterns, responsive design, micro-interactions, motion and animation, branding, illustration, graphic and web design.

### Tools & Ways of Working

Figma, Adobe XD, Adobe Creative Suite. Agile delivery, Design Sprint, Design Thinking, Design Ops. Jira, Notion, Dovetail.

## EXPERIENCE

---

### UX/UI Designer · SmartStream Technologies *Fintech*

Oct 2022 – Present

*SmartStream provides leading financial transaction management solutions — enhancing operational control, reducing costs, and supporting regulatory compliance through AI- and ML-powered tooling, deployed in the cloud or as managed services.*

- Partner with the UX researcher to synthesise Dovetail data into actionable design changes that resolve real user friction across the product suite.
- Work alongside Product Managers and Product Owners to optimise established workflows and ship clearer, faster journeys for finance professionals.
- Evolve the design system in close collaboration with the Head of Development, improving component consistency and reuse across products.
- Deliver wireframes and high-fidelity designs on a daily cadence, supporting engineering from concept through to production release.
- Track design tickets and sprint deliverables in Jira and Notion to keep priorities and progress visible to the wider team.

### Product UX/UI Designer · Blockasset *Web3 / Crypto*

Nov 2021 – Oct 2022

*Athlete-verified NFT and token ecosystem connecting fans with athletes through web3. Led the end-to-end overhaul of the site and introduced a new product suite and design system.*

- Collaborated with cross-functional teams to identify user needs and design new features, producing user flows, wireframes, high-fidelity mockups and prototypes from discovery to handoff.
- Proposed and prototyped solutions to UX problems, partnering with engineers through to implementation and producing marketing landing pages that supported new product launches.
- Led design and brand workshops to align stakeholders on deliverables, scope and direction.
- Prepared production-ready handoff packages and ran one-to-one sessions with developers through to launch.

### UX/UI Designer · Thought & Function *Social*

Sept 2021 – Nov 2021

*COME — a social event-planning app. Defined a distinctive product experience that made planning events fluid, fun and useful for its users.*

- Co-led founder workshops to shape initial user personas, refining them through a series of user interviews.
- Ran early workshops with developers to define design deliverables and shared ways of working.
- Applied front-end design patterns in close partnership with senior React.js developers, producing a coherent, streamlined product experience.
- Translated product specifications into high-fidelity wireframes that set the UX direction for build.

### Web Designer · Mydogdoc *E-commerce*

May 2021 – Sept 2021

Shopify webstore for MDD. Built alongside the existing site, working with the wider organisation to clarify business needs and apply best practices.

- Developed visual UI elements that adhered to brand standards for typography, imagery and colour.
- Worked hand-in-glove with technical, development and design teams to minimise build errors and rework.
- Selected and configured plugins to extend the store's ordering system.
- Tuned HTML and JS for grid sizing and consistent brand presentation across templates.

#### UX/UI Designer • Submit on Time *Fintech / SaaS*

Sept 2020 – Oct 2021

Accounting deadline manager for UK accountants — defining how to surface HMRC API data in a system that's easy to navigate and use day-to-day.

- Designed end-to-end user flows informed by extensive competitor research, delivering an optimal and differentiated product experience.
- Drove front-end branding and conceptualised visuals that informed engineering decisions with senior Vue.js developers.
- Optimised the UI across modern browsers and breakpoints, ensuring a fully responsive SaaS product.
- Applied SPA principles and micro-animations to create a seamless, performant user experience.
- Ran user testing rounds to identify bugs and resolve inconsistencies ahead of release.

## EDUCATION

---

|                                                                                                 |             |
|-------------------------------------------------------------------------------------------------|-------------|
| <b>De Montfort University, UK</b><br>BA (Hons) Spatial Architecture (2:2) • Scholarship awarded | 2008 – 2011 |
| <b>University of Leicester, UK</b><br>NVQ Mandarin (Distinction)                                | 2008 – 2009 |
| <b>Northampton College, UK</b><br>BTEC Graphic Design (A-C-C)                                   | 2006 – 2008 |

## CERTIFICATIONS

---

|                                                                  |      |
|------------------------------------------------------------------|------|
| <b>Google (Coursera)</b> — Foundations of User Experience Design | 2023 |
| <b>IBM</b> — Design Thinking: Practitioner                       | 2023 |
| <b>Udemy</b> — UI/UX Design Essential Training                   | 2022 |
| <b>Udemy</b> — UX Design for Accessibility                       | 2021 |
| <b>Udemy</b> — UX Design Fundamentals                            | 2021 |