



# DAVID KHUU

SENIOR UX/UI DESIGNER

## ABOUT

An accomplished IT professional with over 15 years of experience in digital, looking to impact and transform "as-is" organisations into "to-be" industry leaders by creating resonating digital experiences that build enduring relationships with customers.

## WORK EXPERIENCE

### SENIOR UX/UI DESIGNER — DULUXGROUP

Feb 2020 — Present

Worked as the lead designer on projects collaborating closely with developers, PO's and clients within weekly sprint cycles.

Concepting future facing user experiences, visual design and defining a new design system for cabots.com.au, lincolnsentry.com.au, intergrain.com.au, britishpaints.com.au, avista.com.au.

Coached and mentored 4 UX and UI designers across multiple projects and grew the CX team capability within the DC Technology space.

Worked as part of a scrum team who pitched, designed and developed the UX strategy for Lincoln Sentry e-commerce site (\$2m project).

Conducted weekly WIP and pitch presentation with clients

Introduced strategies that aimed to improve working relationship and business efficiency with our offshore development team.

### DIGITAL UX/UI LEAD — RED ENERGY/LUMO ENERGY

Nov 2012 — Nov 2019

Introduced the User Centered Design Process to Lumo Energy with a live agile product.

Successfully designed the UX/UI of Lumo Energy's (Australia's 4th biggest energy retailer) My Account website that displays household time of use and energy consumption used by over 1 million customers.

## PROFESSIONAL SKILLS

User Research  
User Testing  
User Centered Design Process  
Information Architecture  
Interactive Prototyping  
HTML & CSS Knowledge  
User Interface Design  
Agile / Scrum Experience  
Figma, Invision, Photoshop, Miro  
Jira / Confluence  
SharePoint  
Google Analytics  
CMS — WordPress, Sitecore, Lumapps

## PERSONAL SKILLS

Servant Leader  
People Focused  
Growth Mindset  
Passionate Teacher  
Fast Learner  
Strong Communicator  
Adaptable and Calm

## CONTACT

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W: available on request  
L: linkedin.com/in/davekhuu

Assembled a team of creatives to take over all design related initiatives saving Lumo Energy \$500k in resources and agency fees.

Spearheaded the UX design team on the development of a retail intranet platform used by over 1200 staff across 3 brands.

Facilitated project discovery including: workshops, design research, analysis and improved communication between teams.

Representative for UX within cross functional teams, communicating design rationale and recommending best practice to ensure holistic and consistent design solutions.

### **FOUNDER & CREATIVE DIRECTOR — KATG (KHUU AND THE GANG)**

Mar 2013 — May 2019

Assembled and managed a team of creative specialists throughout Asia Pacific.

Facilitated workshops and worked closely with clients to identify their needs and challenges that led to crafting a win win solution.

Managed project deadlines and monitored milestones through completion stage.

Managed the redesign of Health Metric's CRM system - Australia's largest IT company in the Health Industry.

Developed a strategy to design Australia's first online Auction for Harcourts and ensured its successful implementation.

Created branding and marketing strategy for a hunting and outdoor TV adventure series that aired nationally on channel 7mate.

Developed strong customer base of new and existing clients by maintaining customer satisfaction and quality.

Cultivated and managed relationships with key clients, vendors and community partners.

### **WEB CONTENT MANAGER — DEPT OF EDUCATION & TRAINING**

Oct 2010 — Jul 2012

Project managed the migration of all Offices and Group/Division intranet sites from SharePoint 2007 environment to 2010 SharePoint portal.

Liaised with external suppliers and software developers to analyse business needs and project requirements. Effectively communicated goals, progress, issues and successes of projects to business stakeholders and managers.

Implemented IA (Information Architecture) for all Office and Division Intranet sites creating hierarchy of content to best assist with the engagement of users and enhance customer's journey.

Continuously reviewed and optimised internal online services to improve UX/CX and maximise applications and product/service uptake.

Developed strong relationships within the team of designers and developers to support and drive ideas forward and ensure project is on track to delivery deadlines.

Developed and maintained intranet team sites for various education divisions, providing technical support and business solutions.

Awards – Clients Service Award, Outside the Box Award

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## **EDUCATION**

### **BACHELOR OF BUSINESS — ELECTRONIC COMMERCE**

Victoria University

### **BACHELOR OF ARTS — MULTIMEDIA**

Victoria University

Grade level average - Distinction

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## **REFERENCES**

Available on request