

Nora Hou | Senior UX Designer

Portfolio | LinkedIn | nora.xhou@gmail.com | London | Full Right to Work

PROFESSIONAL SUMMARY

AI-First Senior UX Designer with 4+ years of experience delivering **end-to-end digital products** across Healthcare, Automotive, and Tech sectors. Proven track record of managing complex stakeholder relationships and translating ambiguous requirements into scalable design systems. Combines Experience Design strategy with hands-on proficiency in Figma, prototyping, and **AI-augmented workflows** to deliver **commercially viable**, user-centric solutions.

WORK EXPERIENCE

Senior UX Designer (Freelance) | AI Startup | Remote / London, UK Jul 2025 – Present

- Partnered directly with founders to lead the 0-to-1 product design of an AI emotional companion robot, defining the MVP roadmap through market analysis and user journey mapping.
- Designed and validated prototypes that were instrumental in securing the company's Seed Round investment, utilizing rapid testing cycles to align product features with investor and user expectations.

Midweight UX Designer | TMW (Part of Accenture Song) | London, UK Jun 2024 – May 2025

- Led the end-to-end UX optimisation for BMW and MINI's digital ecosystems, specifically revamping Finance, Test Drive, Service Booking, and EV Car configuration flows.
- Utilised data-driven insights and SEO analytics to redesign critical user journeys, resulting in a significant uplift in conversion rates and customer retention for the automotive giant.
- Pioneered the integration of AI tools (Relume, Framer) into the agency workflow, accelerating design iterations by 40% and enabling the delivery of the 'Breakthrough Agenda' project within strict client-mandated deadlines.

UX Designer | Snapchat | London, UK Feb 2023 – Feb 2024

- Conceptualised and prototyped AI-augmented AR filters and conversational UIs, directly contributing to a 30% increase in sustained user engagement.
- Led a 5-person squad in rapid prototyping and usability testing (10+ participants), defining scalable interaction patterns and accessibility guidelines for the design system.

Product Designer | Institute of Medical Robotics, SJTU | Shanghai, China Jul 2020 – Jun 2022

- Conducted 10+ in-depth interviews with surgeons and nurses to identify critical workflow pain points, ensuring inclusivity in high-stress medical environments.
- Facilitated co-creation workshops with 12 multidisciplinary stakeholders to generate and prioritise three viable medical product concepts.
- Validated prototypes in real operating room settings, improving clinician satisfaction by 35% and reducing pre-operation preparation time by 15%.

EDUCATION & AWARDS

- **MA Service Design**, Royal College of Art, London (Sep 2022 – Aug 2023)
- **BEng Industrial Design**, Dalian Minzu University (First Class Honours)
- **Selected Awards**: Best 112 of iF Design Award; Winner of Red Dot Design Award; Winner of Asia Design Prize; Excellent Work Prize in Taiwan International Student Design Competition

SKILLS

- **Strategy & Research**: User Research (Qual/Quant), End-to-End Product Design, Service Blueprinting, Customer Journey Mapping, Usability Testing, Information Architecture, Workshop Facilitation
- **Design & Tools**: Figma (Advanced), Interactive Prototyping, Design Systems, Adobe CC, Miro, Jira
- **AI & Emerging Tech**: AI-Augmented Workflows (Claude, Relume, Midjourney, Framer), AR/VR Concepts, Accessibility (WCAG 2.1), HTML/CSS familiarity