

# KAKI LAI

UX UI Designer & Videographer

## CONTACT

### LOCATION

London

### PHONE

+07849245742

### E-MAIL

kakilaiux@gmail.com

### PORTFOLIO

kakilaidesign.com

### LINKEDIN

linkedin.com/in/kakilai/

## SKILLS

Creative thinking

Empathy mapping

Human-Centered Design

Competitive Analysis

User Research

User Personas

Info Architecture

User Flows

Wireframing

Prototyping

Usability

Preference Testing

Mobile-First

Responsive Design

UI & Visual Design

HTML

CSS

Java Script

Videography

## TOOLS

Figma

Adobe XD

Photoshop

FinalCutPro

After Effect

Motion

## HOBBIES

Travel

Art

Photography

Basketball

Adventure

Cooking

## ABOUT ME

UX designer with a background in visual content design and video production. Experienced in communication and searching pain points from the target audience. Adept at communicating complex ideas in a visual way.

## UX/UI PROJECTS

### UX / UI DESIGNER

MAR 22-SEP 22

#### PlutoPay, Financial App, CareerFoundry Case study

- Applied a mobile-first approach and created a responsive web app to make payments, transfer money, and manage balance all in one place for financial activities
- Engaged in prototyping, information architecture, collected and analyzed quantitative data through card sorting, and created an intuitive and navigable site map
- Reduced visual complexity and cognitive load by referencing WCAG 2.1 and creating a consistent UI with consideration for accessibility

### UX / UI DESIGNER

DEC 21- MAR 22

#### My Word, Learning App, CareerFoundry Case study

- Created a flashcard learning app filling a user-centered design process
- Conducted user research, including competitive analysis, user interviews, and surveys to gather data and develop personas and user flows
- Used the efficient method of sketching to create wireframes and prototypes, conducted usability tests, and performed quick design

## WORK EXPERIENCE

### CORPORATE COMMUNICATION OFFICER

MAY 19 - DEC 21

#### Hospital Authority, Hong Kong

- Created visual content via different media to assist in launching the company's social media platforms in 2019
- Adapted graphic design skills in providing daily visual content on social media
- Listened to and observed our staff and patients for insiders stories with a view to promoting the professionalism of medical staff
- Initiated ideas on enhancing overall visual content and production management
- Managed and operated internal and external social platforms
- Provided video advice to perform professional visual communication, managed production schedules, and documented the company's video assets
- Achieved a 200% increase in production time by navigating different creative tools in the market

### VIDEOGRAPHER

SEP 10 - MAY 19

#### Hospital Authority, Hong Kong

- Collaborated with department executives in creating innovative strategies for improving video quality
- Produced and supervised designs and layouts for all video production
- Managed and sourced suitable equipment to meet different needs relating to video production
- Ensured smooth video production on site
- Established a corporate video channel and achieved 100% growth in videos production

### PROGRAM DIRECTOR

AUG 07 - SEP 10

#### Now news TV, Hong Kong

- Assisted in the establishment of a new News Channel in 2007 by directing the live news program
- Produced live news programs by communicating, organizing, and collaborating with the different parties in the TV station
- Ensured the accuracy of the news material broadcast on live streaming

## EDUCATION

### UX Design Certificate

CareerFoundry, Berlin, 2022

### Bachelor of Arts in Applied and Media Arts

PolyU SPEED, Hong Kong, 2011