

KAKI LAI

UX UI Designer & Videographer

CONTACT

LOCATION

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LINKEDIN

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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

Basic HTML

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