

KaWeng Lo

UX/UI Designer, UX Researcher



Intern Experience



UX Designer Sep 2021- Apr 2022

NetEase Games Leading Internet technology company in Hangzhou, China

- Mainly responsible for the [NetEase x AP NFT News platform](#) web design, closely cooperating with the product manager and developer for [iterating from zero to one to its release version](#)
- Designed and define [the UI element guideline](#) for the [To-B Copyright Management platform](#) cooperating with the Hangzhou government



Data Product Manager Nov 2020- Feb 2021

Bukito Online social commerce platform in Hangzhou, China

- Provided [data-driven design suggestions](#) by visualizing data through [google data studio using SQL](#) and summarizing insights through product requirement document
- Assisted in [establishing methods and identifying key indicators](#) using periodic sales figures to manage the on-sale product for [minimizing the ROAS](#)

Project Experience



Research Assistant(User research & UI Design) Oct 2022- NOW

Sensor-Enabled Care Farm on MCI elderly at PolyU School of Design research project

- Co-developed [research methodology](#) to optimize the MCI elderly [co-design workshop](#) flow for better research insight gathering and data collection
- Designed User Interface for [Care Farm MCI elderly user](#) for planting instruction



Design Lead(Visual Identity & Graphic Design) Oct 2022- NOW

Google student developer club at PolyU

- Designed for the PolyU GDSC [visual identity and build the brand guideline](#) across social media platforms and offline events to attract audiences and enhance the prestige including [social media post, poster, banner...etc](#)



UX Designer, Developer, Team Leader APR 2021- AUG 2021

Mobile Application Innovation Contest of China organized by Apple and CREACU

- Led a three-person team to design a nature exploration AR game for children and won the [third prize](#) in the Mobile Application Innovation Contest of China from total of [1295](#) teams
- Designed and developed the AR indoor exhibition feature as the [chef designer and developer](#)

Education



Zhejiang University in Hangzhou, China 2018 - 2022

B.Eng. in Industrial Design, College of Computer Science and Technology

Macao Foundation Scholarship Recipient

Course: User Experience and Product Innovation Design, Ergonomics and Innovation Design, Service Innovation Design, Business Data Analysis



The Hong Kong Polytechnic University 2022 - 2023

M.Des in Smart Service Design, School of Design

Course: Course: Designing Services, Advanced service design methods and tools

Award

[Second Prize](#) in 2022 China Mobile Application Innovation Contest, [Third Prize](#) in 2021 China Mobile Application Innovation Contest, [X-Creator Challenge award winner](#) organized by XCMG in 2021

Language

Cantonese, Putonghua - Native, English(IELTS 7.5) - Proficient

Tools

Sketch, Figma, Photoshop, Principle, Axure, Rhino, AE, Google Analytics, SPSS, Xcode

Portfolio [click here](#)

<https://www.figma.com/proto/Z9NfSamDJG0I99bKmh8sha/Web---Portfolio?page-id=573%3A2736&node-id=618-2140&viewport=277%2C309%2C0.08&scaling=scale-down-width&starting-point-node-id=612%3A2478>

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