Cecilia Lo

UI UX Designer
UX Researcher

Portfolio
kawenglo.github.io

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Address
Quarry Bay, Hong Kong

Languages

Cantonese
Native

Mandarin
Fluent

English
IELTS 7.5 – Proficient

Tools

Figma, Sketch, AdobeXD, Axure
UI Design, prototyping

PS, AI, InDesign, Principle, AE
Graphic, Motion Design

Service blueprints, User journey map, Persona, Elito, etc.
Service Design methodology

Google Data Studio, SPSS, Xcode
Others

Experience

UI & Experience Designer Jul 2024- Now | Perm
Zurich Insurance

- Led the design for the new eClaim system, coordinated business requests in daily scrum stand up to iterate the user journey, and onboard with new UI components library
- Co-directed the end-to-end new personal accident product purchase journey UXUI research and design with complex quotation logic collaborating with cross-functional teams
- Improved existing online insurance products purchase journey's conversion rate through UI enhancements
- Revamped quoting journey UI on the affinity partner website to streamline quoting process
- Enhanced existing customer portal user experience by monthly UI feature updates, researched competitors' existing services, and Initiated usability testing on design and technical updates

UI & Experience Designer (Contract) Jul 2023- Jul 2024
Zurich Insurance

UI/ UX Research Assistant Oct 2022- Jul 2023 | Part-time
Sensor-Enabled Care Farm on MCI elderly

- Conducted user research with MCI seniors through co-design workshops, generating research insights
- Designed user interfaces and flows for MCI elderly users on mixed reality devices for care farming

User Experience Designer Sep 2021- Apr 2022 | Full-time Intern
NetEase Games

- Mainly responsible for the NetEase x AP NFT News platform website design, collaborating closely with the product manager and developer iterating from initial concept to release version
- Designed and established the UI element guideline for the To-B Copyright Management platform cooperating with the Hangzhou government

Latest projects

GBA Go! Travel Insurance
Quotation journey | Competitive research | Responsive website
https://buy.zurich.com.hk/GBAGo/get-a-quote?cia=99Hx0...

eClaim
Online claim submission | customer satisfaction score improved
https://kawenglo.github.io/eclaim.html

OneZurich Customer Portal
All-in-one Internal platform | Monthly enhancement
https://customer.zurich.com.hk/login

See more on my portfolio
https://kawenglo.github.io/

Education

The Hong Kong Polytechnic University
M.Des in Smart Service Design, School of Design
with Distinction

Zhejiang University
B.Eng. in Industrial Design, College of Computer Science and Technology
Macao Foundation Scholarship Recipient