

# 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



**Design Lead(Visual Identity & Graphic Design & UI 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](#)



**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



**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

## Skills & Tools

**Skills** - User Research, User Experience Design, User Interface Design, Graphic Design, Front-End Development(SwiftUI HTML,CSS, JavaScript), Video Editing and Animation, Data Processing and Visualization

**Software** - Sketch, Figma, Photoshop, Principle, Axure, Rhino, AE, Google Data Studio, SPSS, Xcode

Portfolio [click here](#)

kawenglo.github.io

Contact [kaweng2000@gmail.com](mailto:kaweng2000@gmail.com)