

# YOKA CHUN

An enthusiastic and efficient Design Consultant working on **B2B/B2C websites & mobile app** in startups and multinational corporations with **6 years of hands-on experience**, being capable to work under pressure and meet tight schedules. Holder of a **Canadian open work permit**.

## WORK EXPERIENCE

### IBM iX / Experience Design Consultant

Oct. 2020 – Mar. 2023

Joined IBM iX, the Experience Design team. It was the best experience of my career:

- Redesigned **user flows** based on user feedback and **UX audit** of OCBC retail banking website, created a **B2C banking mobile app** from scratch, delivered **hi-fi wireframes** and a new **Design System** for all mobile platforms, finally implemented 20+ major core functions that satisfies client business goals and makes managing complex wealth delightful for customers
- Collaborated with **IBM United Kingdom cross-functional team (remote)** in **Scrum** environment to design a **KPI Dashboard** on Figma using **usability testing** insights and transfer the design into **Power BI** that visualises data for DS Smith packaging operation team to access the most relevant metrics in real time, mapped **data reporting As-Is user journey** and **validated To-Be roadmap**
- Interviewing AIA agents to identify client **unique value propositions** and deliver an **internal online insurance platform** that assists the agents to identify suitable products that match clients' personal needs through **AI-driven benefit optimiser**

### Prizm Group - Global Digital Marketing Agency / UI/UX Designer

Mar. 2019 – Oct. 2020

Working at agencies was super valuable in that I could experience multiple types of products, industries, and services. The successful projects include:

- Designed a **CRM membership website** with a baby poop health-checking for Aptamil Apta Club, which was used daily by 2,000+ parents, conducted **usability testings** with parents and **synthesised study findings** to improve checking UI
- Created a **vehicle preorder website** for Toyota Supra, modified **lo-fi wireframes** using **survey insights** with 50+ car buyers and delivered **interactive prototypes**

### WECREATE - Advertising Agency / UX/UI Designer

Aug. 2018 – Mar. 2019

Collaborated with product managers and developers to **gather user requirements** to create **sitemaps, wireframes, and UI mockups** for mobile apps and websites

### Sanity Solutions - IT Consulting / UX/UI Designer

Aug. 2017 – Aug. 2018

Collaborated with a founder/director to **illustrate design ideas** using sketching and process flows, **optimised visual styling**, and designed **graphic UI components**

## CONTACT

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## EDUCATION

**Master's degree, Design Strategies**  
2020 – 2022  
The Hong Kong Polytechnic University

**Bachelor's degree, Fine Arts**  
2016 – 2019  
The Chinese University of Hong Kong

## CERTIFICATIONS

**Professional Scrum Master™ I**  
Scrum.org

**Design & User Experience Essentials**  
**Enterprise Design Thinking Practitioner**  
**Banking Industry Jumpstart**  
IBM

## SKILLS

- Design**
- User flows
  - Wireframing
  - Prototyping
  - Design Systems
  - Illustration
  - Data Visualisation
- UX Methods**
- Persona
  - User Journeys
  - Usability testing
  - Surveys
  - Stakeholder workshop
- Tools**
- Figma
  - Sketch
  - Photoshop
  - Illustrator
  - Invision
  - Mural
  - Zeplin
  - Power BI
  - HTML & CSS
  - Google Analytics