

## Experience

### Lead UX Designer

04/2018 - Present

#### Tobias & Tobias

Working extensively with the financial industry, I facilitate stakeholder workshops, user research, and lead product development from concept design to MVP delivery.

### UX Design Lead

11/2017 - 03/2018

#### IBM iX (Project: Foreign and Commonwealth Office)

Led user research and design for a new digital service for diplomats. Activities including interpreting user journey and business processes into screens on Sketch & Invision, running user research and data analysis with back office staff and diplomats.

### UX Designer

02/2016 - 06/2017

#### Rebel Hack Studios

Delivered design advisory for 10+ start-ups from seed funded to Series A. I designed the digital user experience and drove conversion rate optimisation backed by data from user research. Designed and delivered an in-house client management and real-time reporting platform with developers.

### Digital Designer and Communications Specialist

09/2013 - 12/2014

#### PhotoVoice

Created content strategy and focused on mobile responsiveness optimisation of the website and newsletter. Co-facilitated a participatory photography workshop as an ethnographic study on local water use in China, with Overseas Development Institute.

### Service Designer

12/2011 - 06/2013

#### The 20-20 Optical Store, London

I managed the iterative design and prototyping process on every aspect of the customer's omnichannel journey, from the production of point-of-sale materials and window displays to emails and websites.

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## Education

### MSc Human-Computer Interaction with Ergonomics

2014-2015

#### University College London

The course enlightened me with theories and practices of HCI, including user-centred design, physical computing and prototyping, ergonomics, socio-technical systems and cognitive science. My MSc thesis project investigated the validity of numerical gamer ratings with Sony Computer Entertainment Europe.

### BSc Psychology

2009-2012

#### University College London

Immersive exposure and practice in theories and research methods in psychology, including applied decision making, cognitive psychology, and organisational behaviour. My final year project was an independent qualitative study on gender portrayal in British recruitment advertisements.

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## Skills

- Speaking & Teaching: Award winning teacher on Skillshare
- Freelance photographer offering events and commercial photography services
- Languages: Fluent English, Native Cantonese and Mandarin Chinese
- Adobe CC, Sketch; HTML/CSS/JS/C++