



Experience

JUN 2019 - PRESENT

UX Designer, Virtual Banking by Standard Chartered Bank

Building a bank from ground up
Defining UX & UI design with business units
Conducting user testing
Maintaining the design system

NOV 2018 - JUN 2019

UX/UI Designer, WiZconnected

Revamped UX & UI design for smart home mobile app "WiZ"
Designed B2B web app "WiZ Pro"
Conducted field UX research
Designed a holistic experience with multi-platform controls
Incl. VUIs, 3rd party integrations, remotes and switches

JAN 2017 - NOV 2018

UX Content Strategist, SnagR

Designed mobile app "SnagR Home"
Designed & developed the corporate website
Developed brand identity and UI guidelines
Produced all digital & offline marketing materials
Created campaigns for lead generation, on-boarding & engagement

MAY 2014 - DEC 2016

Executive Officer, The Government of Hong Kong S.A.R.

Stack

UX / UI / DESIGN

Sketch, InVision, Zeplin, Adobe Xd, Ps, Ai, Id

FRONT-END

HTML, CSS, JavaScript, WordPress

ANALYTICS

Google Analytics, Google Tag Manager, Metabase, Firebase, Hotjar

ENGAGEMENT

Intercom, MailChimp, Buffer, HelpJuice

Education

2010 - 2013

Bachelor's Degree in Business Administration (Minor in Journalism & Communication), The Chinese University of Hong Kong