

PORTFOLIO christineslfok.com
 dribbble.com/christineslfok**Experience****JAN 2017 - PRESENT**

UX Content Strategist, SnagR

UX/UIDesigned B2B mobile app "SnagR Home"
Designed & developed corporate website
Developed brand identity & design system**CONTENT**Produced all digital & offline marketing materials
Incl. corporate website, blog, social media, presentation deck, etc.**STRATEGY**Created campaigns for lead generation, on-boarding & engagement
Conducted customer research & experiments for product design**MAY 2014 - DEC 2016**

Executive Officer, HKSARG

FINANCE

Monitored public funds of over \$250M/annum

MANAGEMENTManaged district works, community projects, IT system revamp, etc.
Re-engineered the operation procedures of the department
Managed a team of 10**Education****2010 - 2013**

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

Stack**UX/ UI/ DESIGN**

Sketch, InVision, Adobe Photoshop, Illustrator, InDesign, JIRA

FRONT-END

HTML, CSS, JavaScript, WordPress

ANALYTICS

Google Analytics, Google Tag Manager

ENGAGEMENT

Intercom, MailChimp, Buffer, HelpJuice