



Christine Fok



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PORTFOLIO

 christineslfok.com
 dribbble.com/christineslfok

Experience

JAN 2017 - PRESENT

UX Content Strategist, SnagR

UX/UI

Designed 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

MANAGEMENT

Managed 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