



Christine Fok

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PORTFOLIO

 christineslfok.com
 dribbble.com/christineslfok

Experience

NOV 2018 - PRESENT

UX/UI Designer, WiZconnected

Overall product design and management
Designing new features for smart home mobile app "WiZ"
Revamping "WiZ" v2.0 to improve usability and app performance
Designing for B2B suite "WiZ Pro", incl. 1 web and 2 mobile apps
Conducting UX research - field and interviews
Developing a cross-platform design system
Designing a holistic experience with multi-platform controls

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