



Kelvin K Lok

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Experience

Manager, UX / UI Design

TrueChoice Solutions

- / Mentor and coach designers; hold 1-1s, manage projects and guide requirements, goals, and cross-team communication
- / Hire designers, grow team skillset, and promote design skills for an early product team
- / Promote new processes, introduce industry practices, and guide junior designers to become strong independent designers on cross-functional teams
- / Manage client projects as the design lead; communicated design topics directly with clients; reduced lead time for typical delivery requests from 3-days turnarounds to 1-day
- / Continue to learn the habits of a good manager and stay technical as a designer
- / Continue with responsibilities mentioned below

Senior Interactive Graphic / UX Designer

TrueChoice Solutions

- / Coordinate design requirements across-teams in frontend, backend, client delivery, and analytics
- / Lead the product team as the lead UX design perspective
- / Manage product pipeline based on client/internal feedback and usability testing
- / Evangelize design thinking, research, and usability tests into traditionally visual-design-focused team
- / Work with CEO, COO, VP of Technology, and other stakeholders on new application features and advocate for user experience
- / Lead and streamline client deliveries, BizDev deliveries, and R&D projects
- / Write Photoshop scripts to automate design processes, eliminated days of manual work per project; championed more automation projects from designers and developers
- / Tackled administrative projects and challenges such as GDPR impact assessment + UI solutions

Interactive Graphic Designer

TrueChoice Solutions

- / Lead UI / UX designer for migrating Flash platform to fully responsive web-based experience; Work with the frontend Platform development team to prioritize key features and tackle UX challenges
- / Work with a team of designers and developers on front end production to solve UI/UX requirements and design innovative interfaces for new product offerings
- / Onboard new processes and technologies for design and development team that sped up production times from 1 week to a few hours; created design systems and libraries to be used by design and development teams; facilitate ongoing process to continue further improvement from team-members
- / Design web-based applications for Fortune 500 companies across various industries: E.g. Automobiles, healthcare, computer technology, government, military, and more
- / Design UI and collateral for BizDev / sales and marketing E.g. PowerPoint decks, brochures, demo and sales application UI

Chatbot Experience Designer

Wilfred Bot

- / Worked with a small team to fulfill an engaging Slack chatbot concept as lead chatbot UI/X designer
- / Brand development projects including responsive website and Slack integration.

Education

Pratt Institute, School of Art and Design

Bachelor of Fine Arts, Communication Design

Software and Languages

- / Sketch, Figma, InVision, Adobe XD, Photoshop, Illustrator, InDesign, AfterEffects
- / HTML5, CSS, Javascript, Git, Gulp, NPM, Webflow, Squarespace
- / PowerPoint, Excel, Word, Google Sheets, Slides, Docs, etc.
- / Mac and Windows OS

Feb 2019 — Present

New York, NY

Aug 2016 — Jan 2019

New York, NY

Jul 2013 — July 2016

New York, NY

Aug 2016 — Sep 2016

New York, NY

May 2012

Brooklyn, NY