Kelvin K Lok

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Experience

Feb 2019 — Present
New York, NY

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 the product team
- / Promote new processes, introduce industry practices, and guide junior designers to become strong independent designers on cross-functional teams
- / 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

Aug 2016 — Jan 2019
New York, NY

Senior Interactive UX Designer
TrueChoice Solutions
- / Lead and coordinate product requirements across engineering, client delivery, BizDev, and analytics
- / Evangelize design thinking, research, and usability tests into traditionally visual-design-focused team
- / Work with C-suite and other stakeholders on products' features
- / Write Photoshop scripts to automate design processes, eliminated days of manual work per project; championed more automation projects
- / Tackled administrative projects and challenges such as GDPR impact assessment + UI solutions

Jul 2013 — July 2016
New York, NY

Interactive Graphic Designer
TrueChoice Solutions
- / Introduced new processes and technologies for design and development team that sped up production times from 1 week to a few hours
- / Design web-based applications for Fortune 500 companies across various industries: E.g. Automobiles, healthcare, computer technology, government, military, and more

Aug 2016 — Sep 2016
New York, NY

Experience Designer, Chatbot
Wilfred Bot
- / Fulfilled an engaging Slack-integrated chatbot concept as sole designer on product team

Select Projects

Oct 2020

PwC EMEA Workplace Study
- / Redesigned app experience to deliver personalized next-best-actions for users, driving interest and winning contracts from 14 participating countries

May 2017

Eni Energy and Gas Solution Recommendation Tool, with Poyry
- / Designed personalized product recommendation experience for Eni's campaign, featured in Italian commercials and social media
- / Updated user flow to include a language director for this and future multilingual projects

Sep 2014

Willis Risk Management Study, with Accenture
- / Lead UI / UX designer migrating Flash platform to fully responsive web-based experience
- / For the first time, the application is accessible on all mobile devices as well as tablets, laptops, desktop PCs — a requirement for a sucessful 83% completion rate from active agents

Education

May 2012
Brooklyn, NY

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, G-Suite