



Kelvin K Lok

/ hello.kelvin.k.lok@gmail.com / kelvinklok.github.io / 646.707.7476

Experience

Manager, UX / UI Design

TrueChoice Solutions

- / Mentor and coach junior designers; hold 1-1s, manage projects and guide requirements, goals, and cross-team communication
- / Hire designers, grow team skillset, and promote design skills for “full-stack” design team
- / Evangelize new processes, introduce industry practices, and guide junior designers to become strong independent designers
- / Continue to learn the habits of a good manager and stay technical as a designer

Senior Interactive Graphic / UX Designer

TrueChoice Solutions

- / Coordinate design requirements cross-team with leads in frontend, backend, client delivery, and analytics; co-lead the frontend Platform development team as the lead UX design perspective
- / Introduce UX methods into traditionally UI and visual-design-focused team
- / Plan new features for application, based on client/internal feedback and user-testing
- / Work with CEO, COO, VP of Technology, and other stakeholders on new application features and enhance user experience with the product
- / Lead and scale up client deliveries, BizDev deliveries, and R&D projects
- / Write Photoshop scripts to automate design processes, eliminated a day 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 products
- / 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 presentations, brochures, demo and sales application UI

Chatbot Experience Designer

Wilfred Bot

- / Worked with 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

- / Adobe XD, Photoshop, Illustrator, InDesign, AfterEffects, Flash
- / Sketch, Figma, InVision, Webflow
- / HTML5, CSS, Javascript, Git, Gulp, NPM
- / Word, PowerPoint, Excel
- / 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