



# 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 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

### 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

### 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

### Chatbot Experience Designer

#### Wilfred Bot

- / Worked with a small team to fulfill an engaging Slack-integrated chatbot concept as sole designer

## Projects

### PwC EMEA Workplace Study

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

### 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

### 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 successful 83% completion rate from active agents

## 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, G-Suite

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

Oct 2020

May 2017

Sep 2014

May 2012

Brooklyn, NY