Ka Chun Chau
UI Designer & Developer

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Experience

Vero • Product Designer

OCT 2023 – MAY 2025

- Led the end-to-end design process for Vero 2.0 settings and A/B testing, aligning usability improvements with business goals and product metrics.
- Designed the UX/UI for small features like Triggers, SMS channel, and HTML block, enhancing campaign flexibility and ensuring cohesive product experience.
- Worked closely with PMs, engineers, and other designers to explore product concepts and align designs with technical constraints.
- Partnered with engineers to implement and scale a shared design system across Ember and React codebases.
- Refined interaction details and microinteractions across the product to improve overall polish and cohesiveness.

Vero • Digital Designer

OCT 2018 – OCT 2023

- Collaborated on a comprehensive redesign of the Vero brand and design system, and led its application and adaptation across the marketing site, blog, and help centre to ensure a cohesive and modern visual identity.
- Worked closely with the growth team to drive incremental UX/UI and CRO improvements on the marketing site through data analysis.

blubolt • UX/UI Designer

JUL 2014 – OCT 2017

- Led UX/UI design for UK-based brands including Teapigs, Robert Welch, and Sealskinz, collaborating directly with clients to gather requirements and deliver engaging eCommerce experiences.
- Leveraged Sketch symbols to create scalable, reusable UI components as part of client design systems.

Sky Sports • Digital Designer

FEB 2014 – JUN 2014

- Designed and implemented the UI for the England Squad Selector app during Brazil 2014, enhancing visual appeal and usability to engage fans.

Education

University of Ulster • Interactive Multimedia Design

SEP 2007 – JUN 2011

Graduated with a Upper Second Class Honours in BSc (Hons) Interactive Multimedia Design.