



Kelvin K Lok

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Skills

Software

Figma
Sketch
Adobe XD
InVision
Photoshop
Illustrator
InDesign
AfterEffects
Webflow
Squarespace
Office Suite
G-Suite

Concepts

Agile Development
Scaled Agile (SAFe)
UX Design
UI Design
Design Systems
Prototyping
Wireframes
Usability Tests
Identity Design

Languages

HTML5
CSS
Javascript
Git
Gulp
NPM

People

Presentation
Leadership
Coaching
Mentoring
Workshops

Select Experience

Senior Experience Designer / *Publicis Sapient*

SEP 2021 — PRESENT / NEW YORK, NY

- / Clarify and define success metrics for client and business impact
- / Design detailed solutions that address clear customer needs, business context, client vision, and project KPIs
- / Guide and collaborate with product owners to shape and position ideas for customer impact
- / Led the creation of a design system to help foster future innovation and sustainability
- / Mentor and coach younger design team members

Manager, UX / UI Design / *TrueChoice Solutions*

FEB 2019 — JUL 2021 / NEW YORK, NY

- / 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
- / Reduced lead time for typical delivery requests from 3-days turnarounds to 1-day

Senior Interactive UX Designer / *TrueChoice Solutions*

AUG 2016 — JAN 2019 / NEW YORK, NY

- / 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
- / Tackled administrative projects and challenges such as GDPR impact assessment + UI solutions

Select Projects

PwC EMEA Workplace Study

OCT 2020 / NEW YORK, NY

- / 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

MAY 2017 / NEW YORK, NY

- / 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

SEP 2014 / NEW YORK, NY

- / 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*

SEP 2008 — MAY 2012 / BROOKLYN, NY