



Kelvin K Lok

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Summary

Product Designer with 9+ years of experience and 3+ years as lead and management. Through empathy, design thinking, and collaborating with industry experts, I design digital experiences that help businesses thrive.

Portfolio

kelvinklok.github.io

linkedin.com/in/kelvinklok

Skills

Software

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

Concepts

Accessibility
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

Recent Work Experience

Senior Specialist, Product Experience Designer / Mastercard Smart Data

AUG 2022 — PRESENT / CHINO, CA

- / Design lead for multiple product teams to maximize interconnectivity across a suite of expense management tools and capabilities
- / Advocate for clear metrics and reporting of design outcomes
- / Increase org-wide understanding of end users through persona research and training
- / Reinforcement for brand-new Figma Design System to increase team output and quality

Senior Experience Designer / Publicis Sapient

SEP 2021 — AUG 2022 / NEW YORK, NY

- / Collaborated with external product owners to design responsive and accessible logistic platform that address clear customer needs, business context, client vision, and project KPIs
- / Advocated for clear success metrics with client and business impact, which increased customer satisfaction and delivery output
- / Founded Figma design system that increased team output and quality
- / 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 capabilities, and promote design skills for the product team
- / Established Agile processes and cross-functional teams to improve quality and value to customers
- / 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
- / Designed new features in preparation for an international and multilingual campaign
- / Write Photoshop scripts to automate design processes, eliminated days of manual work per project
- / Successfully tackled GDPR impact by leading company-wide strategic actions across departments

Select Projects

UPS Cold Chain Solutions

JAN 2021 / NEW YORK, NY

- / Enhanced logistics platform with the ability to fetch and display near real-time data to manage compliance and quality of pharmaceuticals, biologics, lab specimens, and temperature-sensitive reagents in a single dashboard experience

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

Education

Pratt Institute, School of Art and Design / Bachelor of Fine Arts, Communication Design

SEP 2008 — MAY 2012 / BROOKLYN, NY