



Kelvin K Lok

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Summary

Design leader and manager with 12+ years of experience. 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 | Concepts |
|--------------|---------------------|
| Figma | Accessibility |
| Sketch | Agile Development |
| Adobe XD | Scaled Agile (SAFe) |
| InVision | UX Design |
| Jira, Miro | UI Design |
| Photoshop | Design Systems |
| Illustrator | Prototyping |
| InDesign | Wireframes |
| AfterEffects | Usability Tests |
| Webflow | Identity Design |
| Squarespace | |
| Office Suite | |
| G-Suite | |

| Languages | People |
|------------|--------------|
| HTML5, CSS | Presentation |
| Javascript | Leadership |
| Git | Coaching |
| Gulp, NPM | Mentoring |
| | Workshops |

Recent Work Experience

Manager, Experience Strategy / Mastercard Commercial Solutions

MAR 2025 — CURRENT / CHINO, CA (REMOTE)

- / Lead & Manage strategy initiatives, quality outcomes, and team mentorship.
- / Drive Research & Strategy to shape product roadmaps and customer experiences.
- / Advance Best Practices & Growth through methodology, workshops, and team development.

Senior Specialist, Product Experience Design / Mastercard Commercial Solutions

AUG 2022 — FEB 2025 / CHINO, CA (REMOTE)

- / Drive product strategy to enhance customer experiences, resulting in the successful launch of 3 new commercial solutions and improved user satisfaction.
- / Validate product desirability and mitigate development risks, contributing to efficient project outcomes.
- / Manage an average of 3 concurrent projects, ensuring timely delivery and effective communication between design teams and stakeholders.
- / Collaborate with cross-functional teams to deliver contractual and other key UX/UI features, significantly elevating overall team performance and user experience.
- / Increase org-wide understanding of end users through persona research and training
- / Lead contributions to a brand-new Figma design system, increasing design efficiency and quality across 5+ product teams.
- / Mentor team members from various backgrounds through a structured mentorship program, fostering skill development and enhancing collaboration across departments.

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 cross-functional teams
- / 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