Kelvin K Lok

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Portfolio

kelvinklok.github.io

linkedin.com/in/kelvinklok

Skills

Software	Concepts
Figma	Agile Development
Sketch	Scaled Agile (SAFe)
Adobe XD	UX Design
InVision	UI Design
Jira	Design Systems
Miro	Prototyping
Photoshop	Wireframes
Illustrator	Usability Tests
InDesign	Identity Design
AfterEffects	
Webflow	
Squarespace	
Office Suite	
G-Suite	

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

Recent Work 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 Figma 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

/ 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

/ 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