

YEE TING LAU, TRACY

+852 67952768 | ytlautracy@gmail.com | [linkedin.com/in/ytlautracy](https://www.linkedin.com/in/ytlautracy) | [Portfolio at GitHub](#)

PROFILE

With extensive experience in customer satisfaction and business analysis, I consistently deliver results in project management and execution under tight deadlines. My expertise in human-centred design, supported by formal training in user experience, is paired with skills in research methodologies and data analysis. I excel in both independent and collaborative settings, working closely with stakeholders to drive user engagement and meet business goals. By leveraging technology and strategic analysis, I create solutions that enhance product effectiveness and improve user satisfaction.

EDUCATION

Interactive Media Design Diploma Programme – Dean's Honours List

Sep 2022 – Apr 2024 | Algonquin College | Canada

BBA (Honours) in China Business – Upper Second-Class Honours

Sep 2012 – Jul 2015 | City University of Hong Kong | Hong Kong

COMPUTER SKILLS

UI / UX & Web Design

- Figma, Adobe Creative Cloud applications including Photoshop, Illustrator, InDesign, and XD

Web Development

- HTML, CSS, JavaScript

Administration

- Acrobat Pro, Microsoft Office applications including Word, Excel and PowerPoint

WORKING EXPERIENCE

Part-time Store Executive

May 2023 – Jul 2024 | Uniqlo Canada Inc. | Canada

- Provided customer service and achieved sales expectations.
- Collected customer feedback and shared in daily meetings to help product development.

Part-time Student Ambassador

May 2023 – May 2024 | Algonquin College | Canada

- Helped the Recruitment team serve future students and the community.
- Assisted in College events and tours to promote brand awareness.

Account Executive – Business Development

Jul 2019 – Aug 2022 | Kao (Hong Kong) Limited | Hong Kong

- Cultivated and maintained strong client relationships to expand business scope, including e-commerce channels.
- Conducted market analysis and presented findings through visualised data to identify opportunities and guide strategic decisions.
- Collaborated with retailers and internal teams, including marketing and operations, to align sales efforts with company objectives and execute client initiatives seamlessly.
- Partnered with creative agencies to produce branding and trade marketing materials, ensuring timely delivery with consistent quality control.

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Officer – Customer Relationship and Operation

Dec 2018 – Jun 2019 | MaBelle International Limited | Hong Kong

- Delivered exceptional customer service by answering customer inquiries and providing product information, ensuring a positive shopping experience.
- Supported the order management process, including order processing, fulfilment, and shipping.
- Collected and analysed data on customer inquiries and concerns to identify recurring issues and develop proactive solutions.
- Collaborated with internal teams, including sales and the warehouse, to ensure operational efficiency.

Assistant Officer – Operation Support and Planning

Sep 2016 – Nov 2018 | LSG Sky Chefs | Hong Kong

- Assisted the customer service team in building and maintaining relationships with clients, ensuring high levels of satisfaction and encouraging repeat business.
- Managed data entry and content within the system, ensuring accurate and up-to-date information regarding inventory and menu offerings to facilitate smooth operations and informed decision-making.
- Worked with cross-functional teams to streamline operations and improve efficiency through process optimisation for cost reduction and enhanced performance.

VOLUNTEER AND CO-CURRICULAR ACTIVITIES

Marketing/ Social Media Team Volunteer

May – Sep 2023 | H.O.P.E. Helping Other People Everywhere | Canada

- Analysed and evaluated previous events.
- Discussed strategy plan including defining the final description, goals of initiative and metrics to measure results.
- Assisted in H.O.P.E Volleyball Summerfest Set-up.

World Design Challenge

Mar 2023 | Algonquin College & UPES University in partnership with World Design Organization | Canada

- Collaborated with teammates in Canada & India in an international human-centred design event addressing Sustainable Development Goals.
- Identified the problem, defined the solutions landscape, improved the impactful gap, and developed a product involving user interface design.