

# Hiu Mei Fu

## UX / UI Designer

Motivated UI/UX designer with a combination of skills in product design, computer science, and other related fields. Skilled in creating user-friendly experience, and well-versed in coding. Known for being self-initiative, well-organized, and a strong collaborator.

### EXPERIENCE

#### Orange Data Limited — UX/UI & Graphic Designer

Mar 2022 - Nov 2022, Hong Kong | Dec 2022 - Present, Remote

**Capstone Project** – Design interface for ‘World Cup’ gamemode for World Entertainment casino

- Designs various product interfaces, including web and mobile
- Creates user flows, wireframes, prototypes, and mockups
- Collaborates with cross-functional teams to implement user-centered designs
- Creates marketing and promotional materials

#### Semeiotics Group (Asia) Limited — Junior Web Designer

Mar 2021 - Nov 2021, Hong Kong

- Designed the layout, color scheme, and overall appearance of a website
- Implemented the design using HTML, CSS, JavaScript & CMS

#### SenMedia Limited — Technical Artist

Nov 2021 - Mar 2022, Freelance

**Capstone Project** – Acted as leader for government website revamp. Optimized information architecture

- Created visually appealing and engaging designs that meet the needs of projects, such as website, installations mobile games
- Collaborated with various teams, including developers, project managers, stakeholders and clients

### EDUCATION

#### City University Of Hong Kong, Hong Kong — Bachelor Of Science In Creative Media

Aug 2015 - Oct 2019

Focus: UX/UI Design | Computer Science | Creative Media

North York, CA

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<https://meifuux.github.io/>

Eligible holder of Open Work Permit  
Available immediately

### SKILLS

#### UX Design / Research

Design Persona & Scenario  
Information Architecture  
Interaction & Visual Design  
Wireframing & Prototyping  
Journey Map  
Data Visualization  
Contextual Inquiry Interview  
Survey Affinity Analysis  
Competitive Analysis  
Usability Testing

### TOOLKIT

#### Design Tools

Figma, Sketch, Adobe suits (Photoshop, Illustrator, After Effects etc.)

#### Programing Tools

HTML, CSS, JavaScript, jQuery, SQL

### CERTIFICATIONS

Google UX Design Professional Certificate,  
Coursera | Google

Credential ID : 9JDNBHW3KQ9P

The Fundamentals of Digital Marketing,  
Google

Credential ID : 3EH DR6 67L

### AWARDS

Hong Kong ICT Awards 2020 – Certification  
of Merit, Student Innovation

### LANGUAGES

English, Mandarin, Cantonese – Fluent  
Japanese – Intermediate

