

Hiu Mei Fu

UX / UI + Graphic Designer

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Skills

| | |
|---------------|-------------------|
| UX Concepts | UI Design |
| User Research | Design Systems |
| User Flow | Design Psychology |
| User Journey | Brand Guidelines |
| Prototyping | Responsive Design |
| Wireframing | Communication |

Tools

Figma Sketch Adobe XD InVision

Adobe Creative Suite
(Photoshop, Illustrator, AfterEffects, InDesign, XD)

HTML, CSS & JavaScript

Education

Bachelor of Science In Creative Media

Aug 2015 - Oct 2019 • 3.51 GPA • 1st Honor

City University Of Hong Kong, Hong Kong

Certifications

Google UX Design Professional Certificate

Coursera | Google

Credential ID : 9JDNBHW3KQ9P

The Fundamentals of Digital Marketing

Google

Credential ID : 3EH DR6 67L

Languages

English, Mandarin, Cantonese

Awards

Hong Kong ICT Awards 2020

Certification of Merit, Student Innovation

Profile

I am an aspiring UI/UX & Graphic designer with 2+ years of strong experience in creating user-centered design solutions that solve complex problems. With strong sense of creativity, collaboration and empathy that drive business value and enhance user engagement.

Experience

UX/UI & Graphic Designer

Orange Data Limited • Dec 2022 - Present | Freelance

Mar 2022 - Nov 2022 | On-Site | Hong Kong

- Designed engaging B2C platforms, including website, mobile web, app, for **World Entertainment's** casino gaming, utilizing UX/UI design principles based on user research.
- Increased user engagement by **25%** and website traffic by **40%** through website redesign and optimization efforts.
- Created effective marketing and promotional materials to drive B2B & B2C customer interest and increase sales.
- Collaborated with cross-functional teams using Figma and clear communication to ensure successful project delivery.

Junior Web Designer

Semeiotics Group (Asia) Limited • Mar 2021 - Nov 2021 | On-Site | Hong Kong

- Revamped website content and design for major clients, including : **Gold Peak Technology Group Limited** and **Genji Kyoto**
- Increased website traffic by **33%** and maximized user engagement by implementing effective design strategies.
- Utilizing UI design best practices and aligning with client business needs and value.
- Implemented responsive and SEO-optimized websites using HTML, CSS, and JavaScript within CMS platforms such as WordPress and Squarespace. Streamlined website performance.
- Managed multiple web projects, ensuring they met functional requirements, adhered to timelines, and underwent rigorous testing.

Technical Artist

SenMedia Limited • Nov 2020 - Mar 2021 | Freelance | Hong Kong

- Led **government website revamp**, optimizing information architecture for enhanced user experience with UX/UI design principles.
- Collaborated with cross-functional teams, including programmers, clients, project manager & the CEO, leveraging teamwork and communication skills for successful project delivery and customer satisfaction.
- Employed user research and iterative design methods to create user-centered designs that met business goals and needs with data-driven design decisions.
- Utilized Adobe XD and interactive prototype reviews for efficient design processes and client communication.