

Mani Cheng

UI/UX Designer

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Profile

8+ years working experience in UI, UX and visual communication design in varied industries e.g. real estate, immigration, workforce management and social platforms. Proven ability to leverage full-stack expertise to design user-centred website and mobile app, and create visual content.

Experiences

Digital Designer | 2022.4 - 2022.7 | KooBits, SG

- Collaborated with global marketing team to implement a high volume of conversion-driving and brand-cohesive marketing creatives

UI/UX Designer | 2016.7 - 2022.1 | Juwai LTD, HK

- Performed as solo designer in product team, directly reported to CTO
- Worked with global agile team to design and launch our brand new website, Juwai.asia, which was a significant milestone of expanding our property business to Asia, with 12.9M monthly global active users
- Revamped our mobile app with optimised user experience and new defined UI
- Created multiple new channels for Juwai.com, our property website with 3.3M monthly Chinese visitors, to enrich our products and service
- Supervised creative assets across global design team and assisted on the transition during merger
- Collaborated with various teams to generate innovative ideas and render marketing designs to level up our brand and generate leads

UI/UX Designer | 2014.6 - 2016.5 | Arbitrage LTD, HK

- Spearheaded daily design in a small but prolific IT consultant agency
- Contributed to in-house products with our agile team to design and execute from research, ideate, wireframe, prototyping and testing
- Collaborated on digital products to conduct UX research and design UI for diverse industry clients such as a Cathay Pacific, Chanel etc.; monitored product quality to ensure it meets clients' requirements

UI/UX Intern | 2013.10 - 2014.5 | WhoGotStuff, HK

- Closely worked with our startup founders to conduct user research and testing
- Defined brand identity as well as design UI for our mobile app

Education

2012 - 2014

BA in Interactive Design

The Hong Kong Polytechnic University

2010 - 2012

Higher Diploma in Multimedia Design and Technology

The Hong Kong Polytechnic University

Expertises

UI Design / Graphic Design

Sketch	Figma	InVision
Xmind	Principle	XD
Illustrator	Photoshop	InDesign
Powerpoint	Keynote	...

User Experience

User Interview	Persona	
Survey	User Journey	
Storyboard	Usability Test	
Heatmap	A/B Test	
Cart Sorting	Wireframe	...

Video Editing

Premiere	After Effect	Capcut
Screenflow	iMovie	...

Languages

English, Mandarin, Cantonese