

# Cheng Lok Man, Mani

UI/UX & Graphic Designer

Mobile (+852) 9886 2707  
Email [manicheng@icloud.com](mailto:manicheng@icloud.com)  
Portfolio [manicheng.xyz](http://manicheng.xyz)

Enthusiastic UI/UX & Graphic Designer with 8+ years experience in varied industries. Proven ability to leverage full-stack expertise to design user-centred products, and execute creative assets. Excels at several design tools, including Sketch, Figma, Adobe Creative Suite and InVision.

## Working Experience

2022.1 - Present

### Freelance Designer

- Defined corporate design, executed creative advertising content for various media to drive conversion, as well as produced professional presentation slides for different clients

2022.4 - 2022.7

KooBits, Singapore

### Digital Designer (Contract)

- Collaborated with global marketing team to implement a high volume of conversion-driving, brand-cohesive and multilingual marketing creatives for our digital learning platform

2016.7 - 2022.1

Juwai Limited, Hong Kong

### UI/UX Designer

- Worked with global agile teams to design and launch our brand new website, Juwai.asia, which was a significant milestone of expanding our business to Asia, with 12.9M monthly global active users
- Revamped our web app/mobile app with optimised user experience and new defined UI; created new channels Juwai.com, our website with 3.3M monthly Chinese visitors, to enrich our products and service
- Supervised creative assets across global design teams and assisted on the transition during merger

### Multimedia Designer

- Collaborated with various teams to generate innovative ideas and render marketing designs to level up our brand and generate leads

2014.6 - 2016.5

Arbitrage Limited, Hong Kong

### UI/UX Designer

- 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 in line with their unique needs; monitored product quality to ensure it meets clients' requirements

2013.10 - 2014.5

WhoGotStuff, Hong Kong

### UI/UX Intern

- Closely worked with founders to conduct user research and testing, defined brand identity as well as designed UI for our mobile apps

## Education

2012 - 2014

### BA in Interactive Design

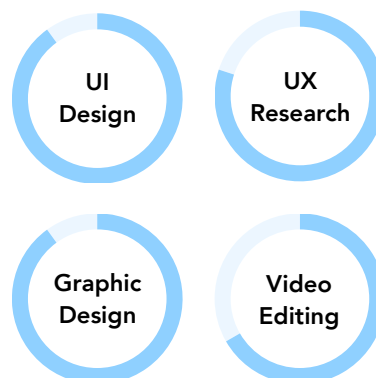
The Hong Kong Polytechnic University

2010 - 2012




### Higher Diploma in Multimedia Design and Technology

The Hong Kong Polytechnic University

## Skills



## Softwares

|   |             |           |
|---|-------------|-----------|
|  | Sketch      | ■ ■ ■ ■ ■ |
|  | Figma       | ■ ■ ■ ■ ■ |
|  | Photoshop   | ■ ■ ■ ■ ■ |
|  | Illustrator | ■ ■ ■ ■ ■ |
|  | Premiere    | ■ ■ ■ ■ ■ |
|  | Adobe XD    | ■ ■ ■ ■ ■ |

## Languages

Native in Cantonese,  
Fluent in English and Mandarin