

Cheng Lok Man, Mani

UI/UX & Graphic Designer

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Portfolio manicheng.xyz

8+ years working experience in product and graphic design in varied industries such as real estate, education and workforce management. Proven ability to leverage full-stack expertise to design user-centred products, and execute creative assets.

Working Experience

2022.1 - Present

Freelance Designer

- Defined brand identity, design style, provided creative direction and executed brand-cohesive design deliverables, posters, presentation slides and other creative assets across channels

2022.4 - 2022.6

KooBits, Remote(Contract)

Digital Designer

- Collaborated with marketing team to create conversion-driving and brand-cohesive marketing campaigns across channels

2016.7 - 2022.1

Juwai Limited, Hong Kong

UI/UX Designer

- Designed and executed our brand new Juwai.asia, which was a significant milestone of expanding business to our new market, Asia
- Optimised the user experience and revamped our mobile app; created 5 new channels to our website to enrich our products and service
- Oversaw creative assets and digital products to ensure that the execution across design teams are in line with the brand identity

Multimedia Designer

- Collaborated with marketing team and sales team to generate creatives for social media campaigns, publication, video and animation to promote our brand and client's projects

2014.6 - 2016.5

Arbitrage Limited, Hong Kong

UI/UX Designer

- Created 6 mobile apps for clients and 6 in-house products; led our scrum team to design and execute from research, ideate, wireframe and prototyping
- Monitored product quality to ensure products meet client requirements and fulfil their satisfaction

2013.10 - 2014.5

WhoGotStuff, Hong Kong

UI/UX Intern

- Led team for user research and testing activities for our mobile app
- Designed app interfaces and brand identity

Education

2012 - 2014

BA in Interactive Design

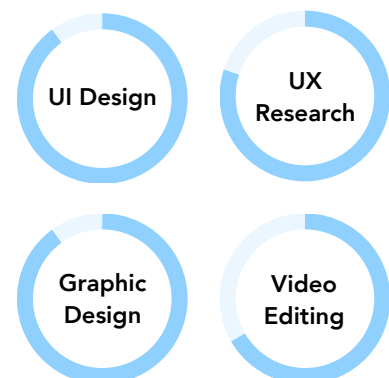
The Hong Kong Polytechnic University

2010 - 2012

Higher Diploma in Multimedia Design and Technology

The Hong Kong Polytechnic University

Skills



Softwares

	Sketch	■■■■■
	Photoshop	■■■■■
	Illustrator	■■■■■
	After Effect	■■■■■
	Premiere	■■■■■
	Adobe XD	■■■■■

Languages

English, Mandarin, Cantonese