**Lau Ka Hei Carrie**

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Portfolio: [**http://carrielau.com**](http://carrielau.com/)

# Work Experience

Sep – Present **MyiCellar Ltd**

# Product Manager

* Cultivated Scrum framework in the development team
* Identify O2O wine market opportunities and implemented new features
* Supervised interns about digital graphic design and user interface

Jul – Aug 2017 **DigiSalad Ltd**

# UX/UI Specialist

* Conducted research, created Information Architecture, User-flow Journey, High-Fidelity Wireframes and User Interface Design
* Participated and presented project during client’s meeting
* Worked closely with IOS and Android developers

Apr – Jul 2017 **Tink Labs**

# UX Design Intern

* Prototyped visual design concepts, designed icons, and provided solution for new navigation system, resulting in a better user experience
* Planned and implemented UX strategies that reflected country specific individuality
* Produced flow charts, wireframes and designed page layouts for users sending push notifications
* Created and documented patterns for layouts and UI library

Oct – Feb 2017 **Herbal Inn (London) Social Media Assistant**

* Launched a Christmas Campaign in Westfield
* Analyzed products and services for strategic marketing
* Designed seasonal posters and leaflets and updated social media platforms
* Published marketing new feeds on promoting company’s services

Mar - Apr 2016 **Sotheby's**

# Exhibition Assistant

**Auction Pointer and Chinese Paintings Department**

* Assisted staff at auction and collection
* Provided quality services to customers and visitors entering the exhibition

Oct - Feb 2015 **Lamplight Analytics Digital Design Intern**

* Re-designed business cards
* Designed presentation template, season greeting card and newsletters
* Created and Illustrated Icons for company website

July - Sept 2014 **Community College of City University**

# Website Designer

* Designed websites for college programs and Chinese student section
* Conducted Information research for website contents

July - Sept 2013 **Maxim Catering Ltd**

# Assistant Graphic Designer

* Designed posters, price tags and leaflets
* Researched and prepared materials for graphic designer

# Education

2018 **Professional Scrum Master (PSM I)**

2016 – 2017 **Interaction Design Foundation (IDF)**

# User experience and Interaction Design

2014 – 2016 **Hong Kong Baptist University**

**Bachelor of Arts in Visual Arts** (Concentration: Crafts and Design)

* Dean's List in Semester 1, 2014-2015 and Semester 2, 2015-2016

2012 – 2014 **Community College of City University**

# Associate of Arts in Digital Visual Design

* CGPA: 3.69 Awarded Principal’s List (Distinction)
* 1st place in the 2-year program

2005 – 2012 **Yan Chai Hospital Law Chan Choi Si College**

**Form 1 to Form 7** (HKALE and HKCEE)

# Scholarship

2014 – 2015 Awarded HKSAR Government Reaching Out 2014 – 2015 Awarded Matching Scholarships Scheme

2014 Awarded HKSAR Self-financing Post-secondary Scholarship Scheme

# Skill Sets

**Coding -** HTML5, CSS3, Javascript, JQuery, Bootstrap, Sass, Gulp **Creative Suit -** Adobe Illustrator, Photoshop, Flash, InDesign, After Effects **Microsoft Office -** MS Word, Excel, PowerPoint