

# Poris To

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## EXPERIENCE

### UI / UX Designer | Storeberry.ai

Oct 2020 - Present

- Ideation of the SaaS Dashboard & E-commerce frontend, influencing the 2-3 year vision plan. Created an interactive prototype outlining five modules in Figma, streamlined overall information architecture, and iterated through stakeholder feedback. Which led to increased paid customers.
- Designed, developed, and shipped corporate company websites, including headless cms - Strapi.
- Worked as the solo designer conducted generative user research with stakeholders, created an interactive prototype, and validated designs through usability testing.

### Assistant Design Manager | EGUSI

Jan 2019 - Aug 2020

- Design UI/UX for Website, Mobile Apps, and Web-bases systems.
- Identify opportunities to improve overall website performance.
- Document project information.
- Oversee and secure project development schedule.

### Senior Multimedia Designer | EGUSI

Mar 2018 - Dec 2018

- Recommending alternative design solutions based on technical limitations, the ability for quick problem-solving earned positive feedback from stakeholders.
- Make high-fidelity interactive prototypes to accurately demonstrate the app to clients.
- Provide quality control checks (visual) for client deliverables.
- Conducted layout adjustments based on data gathered during usability testing.

### Senior Frontend Developer | As One Interactive Limited

June 2017 - Mar 2018

- Work closely with the design team to quickly iterate new feature.
- Developed in high demand and the designed user flow/interface.
- Perform mentoring and host internal training for colleagues, ensure the coding practices applied.
- Improve the critical path of rendering and perform other Web-performance improving techniques.

### Web Designer | As One Interactive Limited

Sep 2014 - June 2017

- Participate across a wide range of digital projects from the conceptual phase to the design and development phase.
- Support social media marketing team by creating engaging digital design.
- Design and develop multiple WordPress sites in an integrated responsive layout.

## SKILLS

### DESIGN

Wireframing  
Lo-fi and Hi-fi Mockups  
Interactive Prototyping  
Paper Prototyping  
User Flows  
Interactive Mockups  
Usability Testing  
System Thinking

### DEVELOPMENT

React  
HTML/CSS/JS  
Wordpress  
Gatsby  
GraphQL  
SQL  
Strapi  
Web Scraping  
Styled-Components  
High Fidelity Mockup  
On-page SEO

### TOOLS

Adobe CC  
Abstract  
Sketch  
Figma  
Invision  
Principle  
Miro  
Marvel  
Zeplin

## EDUCATION

Creative Media Design  
Hong Kong Design Institute  
2011 - 2014