

LEUNG Hoi Man, Samantha

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Address: Tseung Kwan O, New Territories, Hong Kong

EDUCATION

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| Mar 2021 - Present | CareerFoundry <ul style="list-style-type: none">■ UX Design Program■ Taking courses on Intro to UX Design, UX Immersion and Specialization |
| Sep 2017 - May 2021 | City University of Hong Kong <ul style="list-style-type: none">■ Bachelor's degree of Business Administration in Marketing■ Minor in PR & Advertising■ Cumulative Grade Point Average: 3.14■ IELTS taken in 2018 (Score: 7.0/9.0) |
| Jan 2020 - Jun 2020 | Lund University, Sweden <ul style="list-style-type: none">■ International Exchange Program at the University■ Taken core electives on International Financial Markets, Global Strategic Marketing, International Business and Strategy, and Financial system |
| Sep 2011 - Jul 2017 | Cheung Chuk Shan College, Hong Kong <ul style="list-style-type: none">■ Outstanding Service Award, Leadership Award |
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WORKING EXPERIENCE

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| Jun 2021 - Present | UI/UX Designer at iPYGG Fintech Group Limited <ul style="list-style-type: none">■ Assist UI & UX design of iPYGG app and website■ Involve in different brand project like the NGO website, cryptocurrency exchange platform and e-commerce platform. |
| Jan 2021 - May 2021 | University Final Year Project - Consultancy project for Otsuka Pharmaceutical (H.K.) Ltd. <ul style="list-style-type: none">■ Conducted marketing research and create solutions for their development strategy■ Champion of Outstanding Consultancy Service |
| Oct 2020 - Jan 2021 | Intern at Business Development Department, Shopee <ul style="list-style-type: none">■ Worked with different brands and assisted their development on the e-commerce platform■ Supervised the procedures done for online campaigns■ Organized brand information and account data for business planning and customer service purposes |

Sep 2020 - Dec 2020	University Final Year Project - Consultancy project for Shanghai Pudong Development Bank Co. Ltd <ul style="list-style-type: none"> ■ Conducted marketing research and create solutions for their development strategy ■ Champion of Outstanding Consultancy Service
Jun 2019 - Jul 2019	Intern at Marketing Department, Amway (China) Co., Ltd. at Beijing <ul style="list-style-type: none"> ■ Worked with teams including Events, Marketing projects ■ Collaborated with colleagues coming from Beijing ■ Experience a different culture and working environment and adapt to an independent lifestyle
Jan 2018 - Mar 2018	Assistant at Customer Service Department, PARKnSHOP Supermarket HK (Home Office) <ul style="list-style-type: none"> ■ Managed the social media account of the company
Jan 2018 - Mar 2018	Sales Associate at Sidefame Ltd. - Marimekko <ul style="list-style-type: none"> ■ Assisted the daily operation of a retail shop
Jun 2017 - Aug 2017	Summer Trainee at Recreational Department, Goodwell Property Management Ltd. <ul style="list-style-type: none"> ■ Managed the summer course offered by different clubhouse.

AWARDS AND ACHIEVEMENTS

2021	Introduction to UX Design Certificate offered by CareerFoundry
2021	Introduction to User Experience Certificate offered by Georgia Institute of Technology
2020	Fundamentals of Digital Marketing Certificate offered by Google Digital Garage
2019	Semi-final of Classified Post Young Marketer of Tomorrow Contest <ul style="list-style-type: none"> ■ Analyzed a case of Tap & Go and enter the semi-final round.

ACTIVITIES

Jun 2018 - Jul 2018	Joint University Business Program Organizing Committee, CityU <ul style="list-style-type: none"> ■ Responsible for organizing the joint university business dinner; Invite business students and guests
Jan 2018 - Mar 2018	Welfare Sales Organizing Committee, CityU <ul style="list-style-type: none"> ■ Responsible for organizing the Welfare Sales; Plan the activity schedule in detail
Jan 2018 - Jan 2019	Promotion Secretary of the Society of Marketing, CityU <ul style="list-style-type: none"> ■ Responsible for the promotion work of the society ■ Managing social media account and designing props
Sep 2015 – Jul 2016	President of Community Services Student Team, Cheung Chuk Shan College (CCSC)

LANGUAGE

Fluent in English, Cantonese, Mandarin

COMPUTER SKILLS

- UX/UI skills: User and Competitor Research, Persona Creation, Wireframing and Prototyping, Usability Testing, Figma, Adobe XD)
- Microsoft Office (Word, Excel and PowerPoint)
- Photo and video editing software (Adobe Photoshop, Lightroom, Indesign, Illustrator, iMovie and Final Cut Pro)