Ng Man Shan (Sharon)

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💼 UI/UX Designer

PROFESSIONAL SUMMARY

From social science to digital innovation — I'm a self-taught UI/UX designer who discovered my passion for creating meaningful human-computer interactions. With 3+ years transforming complex problems into intuitive solutions , I've designed AI-powered search systems, AR beauty experiences, and gamified retail journeys for 10M+ users across Asia . My unique blend of user psychology, cultural research (28+ interviews across Thailand & Malaysia), and technical curiosity drives me to create digital experiences that don't just function beautifully — they genuinely improve people's lives. Currently pioneering the future of design by integrating AI tools with human-centered creativity.

PROFESSIONAL EXPERIENCE

UX & Design Specialist
Oct 2023 — Present

AS Watson Group (Watsons) • Asia's Largest Health & Beauty Retailer

▸ Led end-to-end UX/UI design for app, web, and mobile platforms, creating seamless experiences for virtual product selling, AI-powered search, AI Chatbot, personalized experiences, and gamified campaigns

▸ Pioneered innovative digital solutions including AR beauty try-on tool and in-store beauty service booking system (Watsons Academy), enhancing user engagement through intuitive interfaces

▸ Conducted cross-regional UX research across Thailand & Malaysia with 28+ user interviews, identifying market trends and optimizing product strategies based on cultural insights

▸ Spearheaded brand refinement efforts for 10M+ users , ensuring consistency across digital touchpoints and elevating overall brand identity

▸ Designed cutting-edge interfaces that balance user needs with business objectives, driving engagement and conversion through data-informed design decisions

Digital Content Designer
Aug 2022 — Oct 2023

MTR Corporation Limited • Hong Kong's Mass Transit System

▸ Created over 300 engaging graphics and content for social media & digital platforms, increasing social media followers by 25% and enhancing brand engagement

▸ Led integrated media campaigns and digital content marketing strategies to drive engagement, awareness, and visitation across Facebook, Instagram, and YouTube

▸ Developed systematic approach to design and campaign graphics, demonstrating how strategic visual communication directly impacts user engagement and business outcomes

▸ Identified new market opportunities and formulated e-marketing initiatives to generate sales and brand awareness

Digital Marketing Officer
Jan 2022 — Aug 2022

K11 Concepts Limited • Luxury Retail & Cultural Hub

▸ Spearheaded innovative NFT gamification campaign "Spot the Avatar" , creating comprehensive visual identity that bridged digital collectibles with luxury retail experiences

▸ Managed in-mall metavision tours and NFT digital game campaigns, coordinating with creative, editorial, and social teams while partnering with luxury brands (Gucci, Farfetch, Nike, Rosewood)

▸ Developed sophisticated graphics and campaign materials for K11 MUSEA app, establishing visual foundation for engaging customer journeys

▸ Managed daily content operations across multiple digital touchpoints including app, website, YouTube, WeChat, and Rednote

KEY PROJECTS & ACHIEVEMENTS

Watsons AI Search Enhancement (2024)

Redesigned search experience for 10M+ users through comprehensive user research, information architecture optimization, and intelligent filtering systems.

User Research • Usability Testing • Information Architecture • Search UX • AI Integration

O2O Beauty Booking System Revamp (2023-24)

Simplified complex booking flows through user journey mapping, wireframing, and visual UI design, bridging online and offline beauty services.

User Journey Mapping • Wireframing • UI Design • O2O Experience

K11 Interactive Gamification - "Spot the Avatar" (2022)

Designed engaging user journeys that bridge digital discovery with physical retail experiences, creating innovative NFT-powered customer engagement.

Gamification • Digital Marketing • User Journey Design • NFT Integration • Retail Innovation

EDUCATION & CERTIFICATIONS

Bachelor of Social Science   Sep 2019 — Oct 2021

City University of Hong Kong

Major: Asian and International Studies • Minor: Human Resource Management

Google UX Design Professional Certificate   2023
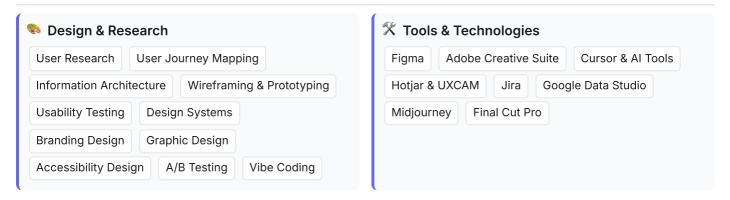
Coursera

Adobe UI/UX Web Design Professional Certificate   2022

Authorized Adobe Training

SKILLS & EXPERTISE

🎨 Design & Research

User Research | User Journey Mapping

Information Architecture | Wireframing & Prototyping

Usability Testing | Design Systems

Branding Design | Graphic Design

Accessibility Design | A/B Testing | Vibe Coding

🛠 Tools & Technologies

Figma | Adobe Creative Suite | Cursor & AI Tools

Hotjar & UXCAM | Jira | Google Data Studio

Midjourney | Final Cut Pro

AWARDS & LEADERSHIP

▶ **2024:** Business trip to Thailand & Malaysia — Led UI/UX Digital Assessment of the Watsons App with cross-functional team

▶ **2024:** AS Watsons Annual dinner staff dance performance — Creative collaboration and team leadership

▶ **2024:** Project LOL Elderly Visit — Provided companionship to over 2,000 elderlies, demonstrating empathy and social responsibility

▶ **2024:** PNS x MoneyBack App Walkthrough for Golden Agers — Led digital literacy training, bridging technology gaps for seniors

▶ **2021:** Hong Kong Creative PR Competition — Selected Finals, Brown Award in tertiary team

▶ **2021:** Research Assistant — Dr. Chan Yuk Wah's Food Politics in Asia project at City University of Hong Kong

LANGUAGES

Native: Cantonese   **Fluent:** English, Mandarin