Ng Man Shan (Sharon)

UI/UX Designer • Web3 & Blockchain Enthusiast

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https://sharonng123.github.io/sharon_portfolio_web3/

PROFESSIONAL SUMMARY

UI/UX Designer transitioning to Web3 with 3+ years designing for 10M+ users across e-commerce, Al systems, and digital payment platforms. Passionate crypto user since 2022 with hands-on experience in DeFi, NFTs, and wallet UX. Proven track record of simplifying complex systems—from NFT digital campaign, global e-commerce to blockchain transactions. My unique combination of user psychology background, cross-cultural research expertise (28+ interviews across Asia), and personal crypto journey positions me to design intuitive Web3 experiences that bridge the gap between complex blockchain technology and mainstream adoption.

WEB3 & CRYPTO EXPERIENCE

2022: Led NFT gamification at K11, used MetaMask, bought Sandbox Land, designed voxel NFTs

2023-24: P2P trading, Uniswap, OpenSea navigation, experienced DeFi pain points firsthand

2024-25: CeFi staking/bridging on OSL, Al tools integration (GPT-4, Cursor) for design workflows

2025: Self-initiated Web3 wallet comparison UX study (MetaMask, Coinbase, Trust Wallet)

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 Al-powered search, AR beauty try-on, and gamified campaigns serving 10M+ users
- Conducted cross-regional UX research across Thailand & Malaysia (28+ interviews), optimizing strategies based on cultural insights
- Pioneered Watsons Academy booking system and brand consistency initiatives across digital touchpoints
- Designed data-informed interfaces balancing user needs with business objectives, driving measurable engagement improvements

Digital Content Designer

Aug 2022 — Oct 2023

MTR Corporation Limited • Hong Kong's Mass Transit System

- Created 300+ digital assets achieving 25% follower growth across Facebook, Instagram, and YouTube
- Led integrated campaigns and content strategies driving engagement, awareness, and measurable business outcomes
- Identified market opportunities and formulated e-marketing initiatives generating sales and brand awareness

Digital Marketing Officer

Jan 2022 — Aug 2022

K11 Concepts Limited • Luxury Retail & Cultural Hub

- Led "Spot the Avatar" NFT gamification campaign bridging digital collectibles with luxury retail experiences
- Managed metavision tours and NFT campaigns, partnering with luxury brands (Gucci, Nike, Rosewood)
- Developed graphics and campaign materials for K11 MUSEA app across multiple digital touchpoints

KEY PROJECTS & WEB3 APPLICATIONS

Web3 Wallet Comparison UX Study (2025)

Self-initiated research comparing MetaMask, Coinbase, and Trust Wallet onboarding flows

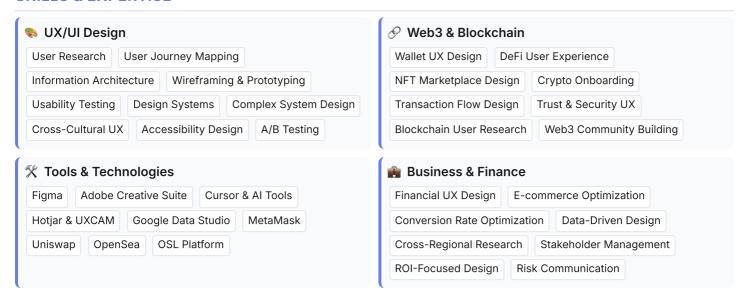
Watsons Al Search Enhancement (2024)

Complex system design for 10M+ users with methodology applicable to DeFi interfaces

K11 NFT Gamification Campaign (2022)

Interactive Web3 experience achieving 40% engagement increase

SKILLS & EXPERTISE



EDUCATION & CERTIFICATIONS

Bachelor of Social Science

Sep 2019 — Oct 2021

City University of Hong Kong

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

*Cross-cultural studies background valuable for global crypto adoption

Google UX Design Professional Certificate

2023

Coursera

Adobe UI/UX Web Design Professional Certificate

2022

Authorized Adobe Training

WHY I'M FIT FOR WEB3/FINANCE

- Authentic User Perspective: Personally experienced major crypto UX pain points—gas fees, failed transactions, wallet confusion
- Rapid Adaptation: Self-taught designer who transitioned from social science to tech, now diving deep into Web3 patterns
- ▶ Cultural Bridge Builder: Cross-regional research experience for both crypto natives and mainstream adoption
- Financial UX Understanding: Experience with traditional e-commerce and emerging CeFi/DeFi platforms
- Growth Mindset: Actively learning and passionate about solving crypto accessibility through better design

LANGUAGES

Native: Cantonese Fluent: English, Mandarin