

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, AI 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, AI 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 **AI-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 AI 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

 **UX/UI Design**


User ResearchUser Journey MappingInformation ArchitectureWireframing & PrototypingUsability TestingDesign SystemsComplex System DesignCross-Cultural UXAccessibility DesignA/B Testing

 **Web3 & Blockchain**

Wallet UX DesignDeFi User ExperienceNFT Marketplace DesignCrypto OnboardingTransaction Flow DesignTrust & Security UXBlockchain User ResearchWeb3 Community Building

 **Tools & Technologies**

FigmaAdobe Creative SuiteCursor & AI ToolsHotjar & UXCAMGoogle Data StudioMetaMaskUniswapOpenSeaOSL Platform

 **Business & Finance**

Financial UX DesignE-commerce OptimizationConversion Rate OptimizationData-Driven DesignCross-Regional ResearchStakeholder ManagementROI-Focused DesignRisk Communication

EDUCATION & CERTIFICATIONS

Bachelor of Social Science[City University of Hong Kong](#)

Major: Asian and International Studies • Minor: Human Resource Management
**Cross-cultural studies background valuable for global crypto adoption*

Sep 2019 — Oct 2021

Google UX Design Professional Certificate[Coursera](#)

2023

Adobe UI/UX Web Design Professional Certificate[Authorized Adobe Training](#)

2022

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