

# Ka Him Luk (Luca)

## UX Researcher & Designer

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### SUMMARY

A UX Researcher and Designer with 4+ years of experience in corporate banking and design agency environments. Worked with complex systems and products with 20+ global clients from diverse industries. Adept at collaborating in agile and cross-functional teams.

### SKILLS

**Research:** Customer Journey Mapping, Competitive Analysis, User Interviews, Usability Testing, Tree Testing, Card-Sorting, A/B Testing, Concept Testing, Persona, Surveys, 5s Test

**Design:** Information Architecture, Systems Thinking, End-to-end User Flows, User Experience, Human Interface Design, Design System, Product Design, User Interface Design, Prototyping, Wireframing, Responsive Web, Mobile App, Dashboard

**Tools:** Figma, Jira, Invision, Dovetail, Google Analytics, Useberry, Sketch, HTML, CSS, Webflow, Zeplin, Photoshop, Illustrator, ChatGPT

**Soft skills:** Creative Problem Solving, Agile Methodologies, Product Management, Team Leader

### EXPERIENCE

#### UX Researcher & Designer

Jul 2022 - Sep 2023

Bank of China Hong Kong (Corporate Banking)

- Led UX research projects that contributed to strategic and tactical decisions for banking products, impacting 130,000+ business customers. Success was achieved through comprehensive user interviews, platform data analysis, and the integration of customer service feedback.
- Initiated improvements in banking experiences for large corporations and SMEs across mobile and web platforms through user interviews with target customer segments, platform data analysis, and customer service feedback.
- Streamlined internal workflows for relationship managers, management, and administrative staff by designing a workbench solution, based on a thorough analysis of current practices and employee feedback.
- Reduced branch handling costs by designing the end-to-end journey of a mobile cheque deposit feature. Collaborated with cross-functional teams, including product management, IT, and data science, to ensure seamless execution and user satisfaction.

#### UX Designer

Nov 2020 - Jul 2022

Branding Records (Global Agency)

- Boosted client conversion rates across diverse projects, including brand websites, e-commerce, digital campaigns, and web applications, by optimizing information architecture, content strategy, visual design, and the application of design systems. Utilized Google Analytics for data-driven insights, further enriched by user feedback and analysis from forums and marketing reports.
- Conducted comprehensive user testing—such as surveys, A/B tests, tree tests, and card sorting—across these varied projects to refine design decisions. Also executed a detailed competitor analysis, ensuring our usability and functionality met industry standards.
- Improved team collaboration and project delivery by redesigning the workflow to enable designers, developers, and copywriters to work more seamlessly together. Conducted internal workshops to enhance UX maturity and mentored junior designers.

- Designed and developed responsive websites, from wireframing to final development with Webflow. Focused on creating accessible, mobile-first designs that ensure an optimal user experience across all device types.
- Optimize website performance and SEO with the marketing team, enhancing loading speeds and improving search engine rankings.
- Enhanced client collaboration by deeply understanding their needs, goals, and business context through strategic meetings and surveys. Offered actionable solutions that seamlessly integrated marketing objectives with technical execution.

## Design and Comics Production Lead

Sep 2015 - Oct 2018

Century Culture Limited (Publisher)

- Managed a team of 5 by prioritizing and delegating tasks to ensure the timely delivery of high-quality publications.
- Quickly and adeptly addressed unexpected issues, ensuring smooth operations through strategic communication and negotiations with stakeholders such as printers, distributors, management, and customers.
- Revamped the company's eCommerce website, enhancing the ordering and payment system, which resulted in a boost in online sales.

## EDUCATION

### UI/UX Designer Advanced Diploma (Co-op)

Sep 2023 - Current

Cornerstone International Community College of Canada

### Bachelor of Visual Arts (Design & Craft)

Sep 2011 - Aug 2015

Hong Kong Baptist University

## AWARDS & CERTIFICATIONS

### Rising Star Award

Apr 2023

Bank of China Hong Kong

Corporate Banking

### Certified Scrum Product Owner (CSPO)

Jun 2023

Scrum Alliance

### Conduct UX Research and Test Early Concepts

Jul 2022

Google Career Certificates