

Ka Him(Luca) Luk



Product Designer

SUMMARY

Product Designer with **4+ years of UX** and **3 years of graphic design experience**, specializing in **streamlining complex B2B workflows** for **fintech** and **enterprise platforms**. Experienced in implementing **secure features** like **2FA** and **role-based permissions** and leading **concept testing** to **inform decisions** on major banking projects. Skilled in **user research** to **prioritize high-value features** for senior stakeholders and leveraging **frontend knowledge** for seamless implementation.

EXPERIENCE

Product Designer — Jul 2022 - Sep 2023

Bank of China Hong Kong (Corporate Banking)

- Designed the **Mobile Cheque Deposit feature**, attaining a **75.8% conversion** rate and processing **USD 6M in transactions**.
- Revamped the **corporate banking app (130K+ customers)** by gathering feedback to **prioritize high-value features**, resulting in a **22% increase in downloads**.
- Created the **password reset journey** that **served 5,023 users in 6 months**, reducing **support costs** equivalent to **two full-time staff**.
- **Collaborated** cross-functionally (**IT, operations, compliance**, lending, personal & corporate banking) to establish an **integrated blueprint** for **unified customer journeys**.
- Conducted **concept testing** with financial managers from **global corporations to SMEs** using high-fidelity prototypes, **informing major banking projects** valued over millions US dollars.

Product Designer — Nov 2020 - Jul 2022

Branding Records (Global Agency)

- **Restructured** the **information architecture** for an education network of **200+ pages**, creating a scalable **design system** for **21 schools**.
- Led **client research** for **B2B platforms** like **alfred24**, partnering with **marketing teams** to drive a **6.3% conversion rate** and a **28% increase in unique page views** in the first month.
- **Collaborated with developers** on web projects, resolving **technical constraints with creative UX solutions**; **built websites independently** using Webflow.
- Designed **user flows** for a **Moschino gamification campaign**, achieving **22.5M impressions** and boosting audience engagement.

Digital Designer — Jan 2019 - Oct 2020

Luca Luk (Design Consultancy)

- Delivered **websites, layouts, and marketing materials**, aligning creative direction with **client goals**.

- Managed end-to-end **client relationships** from **pitching** to **delivery**, maintaining transparent communication and **on-time project execution**.

Design and Production Lead — Sep 2015 - Oct 2018

Century Culture (Startup Publisher)

- Produced **41 magazines**, **51 standalone issues**, and **11 art books**, demonstrating proficiency in **typography**, **layout**, **color theory**, and **visual storytelling**.
- In a **fast-paced startup** environment, **managed a team of five** while overseeing publisher communications, **invoicing**, and **staff training**.
- Revamped the **e-commerce site** for parents and children, optimizing **navigation and UI** to **raise sales by 24%**.

SKILLS

Research & Strategy: Usability Testing, User Interview, Journey Mapping, UX Blueprints, Concept Testing

Design: Information Architecture, User Flows, Design Systems, Speed Prototyping, Error handling

Tools & Technical: Figma, Miro, Google Analytics, Dovetail, Adobe Creative Suite, HTML, CSS, Webflow

Soft Skills: Cross-Functional Collaboration, Developer Handoff, Stakeholder Engagement, Client Pitching

AWARDS & CERTIFICATIONS

Rising Star Award — Apr 2023

Bank of China Corporate Banking

Certified Scrum Product Owner (CSPO) — Jun 2023

Scrum Alliance

Conduct UX Research and Test Early Concepts — Jul 2022

Google Career Certificates

EDUCATION

UI/UX Designer Advanced Diploma (Co-op) — Sep 2023 - Current

Cornerstone International Community College of Canada

UX Design Bootcamp — Jan 2020 - Jun 2020

Interaction Design Foundation

Bachelor of Visual Arts (Design & Craft) — Sep 2011 - Aug 2015

Hong Kong Baptist University

