

# Luca Luk

Product Designer

## SUMMARY

Product Designer with **5+ years** of experience simplifying **complex B2B and B2C financial workflows** across multi-stakeholder ecosystems. Experienced collaborating with **20+ global clients in agency settings**, with **strong business and technical understanding** and **hands-on HTML/CSS skills**. Skilled in **user research** (interviews and surveys), translating findings into **conversion-focused design improvements** and measurable outcomes. Background in visual arts with a **strong eye for UI craft** and aesthetics.

## WORK HISTORY

### Product Designer

*Paramount Commerce, Payment Service / Mar 2025 – Current*

- Improved **Pay-by-Bank checkout flows** through UX research, journey mapping, and **conversion-focused UI iterations**.

### Product Designer

*Bank of China Hong Kong, Corporate Banking / Jul 2022 - Sep 2023*

- Created the **Mobile Cheque Deposit journey** within an agile project, **optimizing error scenarios** to achieve a **75.8% conversion rate**, a **2.8x engagement boost**, and a **43% improvement in cheque clearance rates**.
- Revamped the **corporate banking app** for **130K+ customers** by **quantifying pain points** with business impact, **mapping complex user roles and workflows**, and driving a **22% increase in downloads**.
- Created the password reset journey to **resolve a top pain point** for users and staff, **serving 5,023 users** in six months and **reducing support costs** equivalent to **two full-time staff**.
- Designed features for a **staff workbench**, conducted **15+ stakeholder interviews** to identify pain points and **tested prototypes** to shift focus from **costly tools** to addressing policy-driven inefficiencies.
- Collaborated cross-functionally with **business analyst, product, development** and **compliance** to create an **all-in-one platform**, developing a **unified blueprint** for **seamless customer journeys**.

### Product Designer

*Branding Records, Global Agency / Nov 2020 - Jul 2022*

- Restructured the **information architecture** of a **200+ page** education network, **raised admission inquiries by 32%** by **optimizing navigation and content strategy** while creating a **design system** using **customizable templates**.

- Designed **brand website** for alfred24, analyzing user demographics and behavior with **Google Analytics**. Insights drove a **6.3% conversion rate** and a **28% increase in unique page views** within the first month.
- Led an **interactive campaign** for a crypto platform (Phemex), achieving a **2% sign-up conversion** rate (exceeding the 0.2–1.4% industry average) and a **67% increase in unique page views** within the first month.

## Web Designer

*Luca Luk, Design Consultancy | Jan 2019 - Oct 2020*

- Designed high-converting **landing pages** and marketing materials, **increasing sales by 375%** for a healthy sports drink through **strategic content optimization** and **compelling visuals**.

## Design and Production Lead

*Century Culture, Startup Publisher | Sep 2015 - Oct 2018*

- Revamped the **e-commerce site** for parents and children by optimizing navigation and UI, resulting in a **24% increase in sales**. **Managed a team of five** to deliver visual materials for **100+ publications**.

## EDUCATION

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

Cornerstone International Community College of Canada, Vancouver | Sep 2025

### Certified Scrum Product Owner (CSPO)

Scrum Alliance | Jun 2023

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

Hong Kong Baptist University | Sep 2011 - Aug 2015

## SKILLS

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

**Interaction Design:** Prototyping, Wireframing, Mockups, Storyboards, Visual Design, Accessibility, Design Systems

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

**Soft Skills:** Collaboration, Agile Methodology, Stakeholder Engagement, Workshop Facilitation, Storytelling

## AWARD

### Outstanding Project Award — Oct 2024

Cornerstone International Community College of Canada

### Rising Star Award — Apr 2023

Bank of China Corporate Banking