Ka Him(Luca) Luk

Product Designer & UX Researcher

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SUMMARY

Product Designer and UX Researcher with **3+ years of experience** solving **complex problems** with **logical**, **business-driven**, and **empathetic** design solutions. Known for **strong communication and presentation skills**, effectively **aligning stakeholders** and fostering team collaboration to deliver impactful solutions.

SKILLS

Research: User Interviews, Usability Testing, Mixed-Methods Research, Journey Mapping, Personas, Concept Testing, Card Sorting, Surveys, Behavioral Analysis

UX Strategy: Information Architecture, Interaction Design, User Flows, Scalable Design Systems, Human-Centered Design

Design: Wireframing, Prototyping, Responsive Web Design, Mobile App Design, Design Sprints, Data Visualization, Visual Storytelling

Tools: Figma, Sketch, Adobe XD, InVision, Zeplin, Adobe Creative Suite (Photoshop, Illustrator)

Analytics: Google Analytics, Dovetail, Useberry, Qualtrics

Development: HTML, CSS, Bootstrap, Webflow

Soft Skills: Communication & Storytelling, Workshop Facilitation, Stakeholder Management, Agile Methodologies, Team Leadership, Problem Solving

EXPERIENCE

UX Researcher & Designer
Jul 2022 - Sep 2023

Bank of China Hong Kong (Corporate Banking)

- Conducted **7 UX research projects**, combining user interviews, platform data analysis, and customer service feedback to inform strategic decisions for banking products serving **130,000+ business customers**.
- **Designed the end-to-end journey** for a Mobile Cheque Deposit feature, processing **HKD 45.8M across 2,228 transactions** and achieving a **75.8% conversion rate** (industry average: 60%), reducing branch handling costs, navigating the complexities of multi-system integrations.
- **Increased engagement by 2.8x** and **improved cheque clearance rates by 43%** through iterative research, usability testing, and platform enhancements, addressing corporate banking's intricate workflows and diverse user roles.
- Designed **workflow optimizations for 10,000+ employees**, targeting improved task efficiency and operational workflows.
- **Revamped the password reset journey** for 5,023 users, reducing support calls and **saving costs equivalent to 2 full-time staff positions.**

UX Designer
Nov 2020 - Jul 2022

Branding Records (Global Agency)

- Partnered with **16 global clients** to align business goals with user-centric designs, **leading research workshops** and **optimizing 600+ webpages** for improved user flows and **content strategies**.
- Designed scalable UI templates with 40+ pages and a **design system for 21 schools**, **reducing task completion times by 25%** and standardizing multi-brand ecosystems.
- **Developed responsive, accessible websites** using Webflow, integrating mobile-first principles and **SEO best practices**, resulting in an average of **32% engagement increase** and a **14% boost in lead generation**.
- Designed userflow of a **gamification campaign with Moschino** that drove **22.5 million impressions** in mainland China.
- **Advocated for UX research to clients,** aligning stakeholders and **managing expectations** while delivering best solutions **within budget and time constraints.**

Design and Comics Production Lead Sep 2015 - Oct 2018

Century Culture Limited (Publisher)

- **Designed and produced 41 magazines**, 51 standalone issues, and 11 art books, with a focus on **typography, color harmony, and engaging layouts**.
- **Revamped the company's website**, improving navigation and **increasing online sales by 24%**.
- **Created 100+ promotional materials** for marketing and cultural campaigns, ensuring visual impact and brand alignment.
- **Led a team of 5**, mentoring them and **resolving ad hoc challenges** to deliver high-quality publications on time.

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