Toronto, ON | *(236) 881-2338* | *luca.kahim.luk@gmail.com* | *LinkedIn* | *Portfolio*

Ka Him(Luca) Luk

Product Designer & UX Researcher

SUMMARY

7+ years of design experience, including **4 years specializing in UX**, with expertise in **simplifying complex workflows** for **B2B** and technical platforms. Skilled at aligning technical constraints with user needs through **logical problem-solving, empathy, and strong communication**. Known for **collaboration with developers**, creating scalable **design systems**, and **visual storytelling**.

EXPERIENCE

UX Designer & Researcher — Jul 2022 - Sep 2023

Bank of China Hong Kong (Corporate Banking)

- Designed the Mobile Cheque Deposit feature, **achieving a 75.8% conversion rate** and processing HKD 45.8M in transactions.
- Revamped the **password reset journey for 5,023 users**, reducing support costs equivalent to 2 full-time staff positions.
- **Collaborated with developers** to ensure seamless **system integrations**, improving workflows for 6,000+ employees.
- Conducted 7 **UX research projects** using iterative testing to shape solutions for 130,000+ users.

Product Designer — Nov 2020 - Jul 2022

Branding Records (Global Agency)

- **Partnered closely with developers** to **bridge technical constraints** and creative designs, ensuring seamless implementation.
- Created **scalable UI systems for 21 schools**, reducing task completion times by 25%.
- Designed **user flows for a Moschino gamification** campaign, resulting in 22.5M impressions.
- **Developed responsive websites** using HTML/CSS, applying mobile-first principles for SEO optimization.

Freelance Graphic and Media Designer — Jan 2019 - Oct 2020

- Designed **posters, books, and marketing materials**, refining skills in visual storytelling and user-focused design.
- **Managed client projects**, including consultations, timelines, and invoicing, ensuring seamless delivery and professional collaboration.

Design and Comics Production Lead — Sep 2015 - Oct 2018

Century Culture (Startup Publisher)

- **Designed and produced 41 magazines**, 51 standalone issues, and 11 art books, leveraging **typography, layout** and **color harmony**.

- **Revamped the company's website**, improving navigation and **increasing online sales by 24%**.
- **Led a team of 5**, mentoring them and **resolving ad hoc challenges** to deliver high-quality publications on time.

SKILLS

Research: Usability Testing, Journey Mapping, Personas, Concept Testing

Interface Design: Information Architecture, User Flows, Scalable Design Systems, High-Fidelity Prototypes

Technical Knowledge: HTML, CSS, Bootstrap, Github, Webflow, Figma, Miro

Soft Skills: Developer Collaboration, Stakeholder Engagement, Problem-Solving, cross-functional team collaboration

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