

# 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, Content Strategy

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

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

**Analytics:** Google Analytics, Dovetail, Useberry

**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