

# Ying-Ying Szeto

[yingyingszeto@gmail.com](mailto:yingyingszeto@gmail.com)

+1 646 421 3288

LinkedIn @yingyingszeto

## PORTFOLIO

[yingyingszeto.github.io/portfolio](https://yingyingszeto.github.io/portfolio)

## EDUCATION

### User Experience Design

Master • Falmouth University  
Falmouth, UK

### Visual and Digital Art

Diploma • Humber College  
Toronto, ON, Canada

## SKILLS

### Design

UX Strategy  
User Research  
Interaction Design  
Wireframing  
Prototyping  
Usability Testing  
Visual Design

### Tools

Figma  
Miro  
Mural  
Optimal Workshop  
HTML/CSS/JS  
JIRA

## LANGUAGE

English  
Chinese

## SUMMARY

UX / Product Designer with over 5+ years of experience. I specialized in end-to-end product design, user research, and concept development. I've shaped Enterprise SaaS and B2B products across industries including insurance, business communications software, and auto marketplace. Authorized to work in the US and does not require sponsorship

## EXPERIENCE

### Senior UX Designer

Mar 2021 - Aug 2023

**Manulife** @ Keyteo Consulting • Hong Kong  
B2B SaaS • Insurance

- Led end-to-end design for several SaaS applications from concept to completion, impacting 50k+ agents across Hong Kong, Vietnam, the Philippines, Indonesia, and Malaysia
- Partnered closely with cross-functional teams across the entire product lifecycle including Product Managers, Engineers, Operations, and Organizational Leaders
- Leveraged and enhanced internal design systems to drive consistency in product ecosystem

### UX/UI Designer

Jan 2020 - Oct 2020

**M800** • Hong Kong

B2B SaaS • Business Communication

- Transformed the onboarding experience for a b2b product through a simple and delightful design to guide chatbot installation, reducing customer inquiry tickets by 30% in 2 months
- Collaborated with engineers and QAs to push for pixel-perfect production matching the design

### UX/UI Designer

Jan 2019 - Jan 2020

**EAB Systems** • Hong Kong

B2B SaaS • Insurance

- Designed and customized user flows and design for client AXA based on the core SaaS product
- Developed design concepts and pitched them to clients from various insurance enterprises

### Web Designer

Nov 2015 - Apr 2017

**autoTrader.ca** • Toronto, ON, Canada

B2C • Automotive marketplace

- Working along side UX and development team to improve the marketplace experience and created delightful graphics

### Freelance Designer

2013 - Present

- Designed and developed websites for New Era Cap, Glo, Yuki Spa, and small businesses in Canada and Hong Kong