

Ying-Ying Szeto

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PORTFOLIO

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 5 years of experience. I specialize in end-to-end product design and have delivered digital solutions for enterprises and startups (B2B and SaaS) in insurance, customer communication, and automotive marketplaces across North America and Asia. **I am authorized to work in the US; no sponsorship required.**

EXPERIENCE

Senior UX Designer

Mar 2021 - Aug 2023 • *Hong Kong*

Keyteo Consulting

Full-time Onsite at Manulife Financial (John Hancock)

B2B • Insurance

- Designed and delivered solutions that impacted 50k+ insurance agents across Hong Kong, Vietnam, the Philippines, Indonesia, and Malaysia.
- Led end-to-end design for multiple platforms across the sales workflow ecosystem, including mobile and web applications.
- Partnered with research and service design teams to conduct user studies and analysis, informing design decisions and influencing regional user experience strategies.

UX/UI Designer

Jan 2020 - Oct 2020 • *Hong Kong*

maaiiConnect

B2B SaaS • Customer Support

- Transformed the onboarding experience for SaaS product through a simple and delightful design to guide chatbot installation, reducing customer inquiry tickets by 30% in 2 months.
- Collaborated with product, engineering, and QA teams to ship pixel-perfect production matching the design.

UX/UI Designer

Jan 2019 - Jan 2020 • *Hong Kong*

EAB Systems

B2B SaaS • Insurance

- Created user flows and interface design for client AXA Singapore, a global insurance company, based on a core SaaS product.
- Developed design concepts and pitched them to clients from various insurance enterprises.

Web Designer

Nov 2015 - Apr 2017 • *Toronto, ON, Canada*

autoTrader.ca

B2C • Automotive marketplace

- Collaborated with the UX team to improve the B2C automotive marketplace interface design.

Freelance Designer

2013 - Present

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