

# YING-YING SZETO

[www.yingyingszeto.com](http://www.yingyingszeto.com)

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

+852 6595 3250

LinkedIn @[yingyingszeto](#)

## EDUCATION

### Visual and Digital Arts

Diploma · Humber College

Toronto, Canada

### Web Design and Development

Certificate · OCAD University

Toronto, Canada

### Web Development

Certificate · Brain Station

Toronto, Canada

## SKILLS

### Design

User research

Product Design

UX Design

Interaction Design

Visual Design

Design System

### Coding

HTML5

CSS3

SASS/SCSS

JavaScript

## LANGUAGE

English

Mandarin

Cantonese (Native)

## WORK EXPERIENCE

### UX / UI Designer @ maaiconnect (M800)

Hong Kong · Jan 20 - Oct 20

- Industry: **Customer service, B2B products.**
- In a team of 10 designers, I responsible for the new-users experience.
- Improved the online signup flow, product onboarding and Help Center navigation.
- Redesigned the sales service by building an internal system.
- Worked closely with marketing, sales teams to evaluate the customer experience on all domains and generate solutions that tackle both UX and business problems.
- Worked closely with the product and engineering teams to discuss project expectations and technical constraints.
- Participated in product strategy and milestones planning with PMs.
- Worked with the engineering team to standardize the handoff process.

### UX / UI Designer @ EAB System

Hong Kong · Jan 19 - Jan 20

- Industry: **Insurance, B2B products.**
- As a sole designer, I responsible for all the UX and UI related tasks.
- Created UX improvement proposals for existing customers, AXA Singapore and FT Life insurance, on their existing sales platforms.
- Introduced UX design best practices to the company, infused a user centred and inclusive mindset.
- Worked with stakeholders, PMs to develop innovative products that fit business and market needs.

### Web Specialist @ autoTRADER.ca

Toronto, Canada · Nov 15 - Apr 17

- Industry: **Automotive, B2C products.**
- Designed, maintained the visual system, web graphics and banners for the company website that met the user and business goals.
- Learned standard UX practices through working with the UX teams on buyer and seller personas, customer journeys, and user flows.
- Company Website: <https://www.autohebd.com>

### Web Designer and Developer @ GLSmile Agency

Toronto, Canada · Oct 14 - Oct 15

- Designed and hand-coded the front-end of the client's websites with HTML, CSS, JavaScript and Bootstrap.

### Freelance Designer

2013 - Present

- Graphic and Web Design, clients including New Era Cap, Glo, Yuki Spa, and various businesses in Canada and Hong Kong.