



MELODY TSE

UX / UI DESIGNER | Toronto, Ontario

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🔗 <https://portfolio--melodytse.netlify.app/#/>

ABOUT ME

Hi! I'm Melody Tse and I am a UX/UI Designer currently based in Toronto. With over 3 years of experience in digital projects based in Hong Kong,

I am driven to create digital products and websites that meet both business objectives and human needs.

EDUCATION

Hong Kong Baptist University

Bachelor of Arts (Hons.)
in Visual Arts

2019

First Class Honour, Dean's List

Scholastic Award for Bachelor of Arts
(Hons.) in Visual Arts

SKILLS

Design Skills

Product Design UX/UI Design

Branding & Identity Wireframe

User Research User Flow

Prototyping Testing

Visual Design Responsive Design

Development Video Editing

Design Tools

Figma Sketch

Adobe XD Adobe Illustrator

Adobe InDesign Adobe Photoshop

Final Cut Pro Spine

Development

JavaScript HTML/CSS ReactJS

Github MUI Ant Design

EXPERIENCE

● Sep Jun
2022 - 2023

UX/UI Designer

Automated Systems (H.K.) Limited - Hong Kong

WINGS e-IP | SFC

Designed, consolidated, and transformed the 53 sets of existing manual forms into electronic forms

Translated concepts and user requirements in user flows and wireframes that resulted in an intuitive user experience

Created UI library and styles in Figma, to align the styles across the files, maintain designs systematically at scale and enhance efficiency

Worked closely with the Business Analysis team to determine ways to attain business goal and analyse users' need

Validated design solutions by conducting a soft consolidation workshop with the user to review high-fidelity prototypes

● Apr Aug
2021 - 2022

Solution Developer (UX/UI Designer)

PCCW Solutions Limited - Hong Kong

eMPF Platform | MPFSA

Collaborated with design team to design a one-stop platform integrating Trustee, employer, and employee portals into a single MPF platform, offering streamlined MPF scheme administration services to 4.7 million members and 300,000 employers

Worked closely with development team to customize front-end components and portal themes

WINGS | SFC

On-site creation and revamp of app, responsive web platforms and internal system directly with customers

Worked closely with product owners, developers and business analysis to define product requirements and solutions

Led video designers and developers working with post-production tasks for fulfil the tight schedule

HA Go | Hospital Authority

Improved the Invited Carer feature of the meditation app resulting in a 3.6-star rating and 5.97K reviews on Google Play

Identified design problems, performed research to enable quality solutions that met user expectations

● Jan Mar
2020 - 2021

Graphic Designer

Motic Hong Kong Limited - Hong Kong

Designed various packages, brochures, logos, and style guides to be used in stores and catalogs internationally

Created user interface and web-based applications using a variety of tools and technologies, including HTML, CSS, Shopify and Magento