

## EXPERIENCE

- Sep 2022 - Jun 2023

### UX/UI Designer

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

**WINGS e-IP | SFC**

Led the project's design aspect, followed design thinking methodology for streamlined processes.

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

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

Validated design solutions by conducting a soft consolidation workshop with the user to review high-fidelity prototypes
- Apr 2021 - Aug 2022

### Solution Developer (UX/UI Designer)

PCCW Solutions Limited - Hong Kong

**eMPF Platform | MPFA**

Collaborated with design and development teams to design and customize a one-stop MPF platform, serving 4.7 million members and 300,000 employers.

Utilized React.js and MUI Library to tailor front-end components and portal themes.

**Next Generation Licensing Platform | 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 2020 - Mar 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

## 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.

## 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

## 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