

# MELODY TSE

UX / UI DESIGNER

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📍 North York, Ontario - Canada.

## EXPERIENCE

Sep 2022 - Present

### 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.

Designed new functions for the e-IP based on the existing WINGS style guide and ensured they fulfilled Web Accessibility guidelines (WCAG)

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

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

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 Solution Limited - Hong Kong

#### eMPF Platform | MPFSA

Coordinated with the design team to design a one-stop platform that integrates with a Trustee portal, an employer portal, and an employee portal to achieve one platform, one MPF

Customized 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

Redesigned and maintained a meditation app with a 4.0-star rating 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

## COMPETENCIES

🔍 Problem Finding

💡 Problem Solving

[ ] Problem Framing

💻 Web Development

## Tools



Figma



Jira



Sketch



Github



Adobe XD



React



Adobe Illustrator



Javascript



Adobe InDesign



CSS



Adobe Photoshop



Material UI



Final Cut Pro



Spline

## EDUCATION

### Bachelor of Arts (Hons.) in Visual Arts

Hong Kong Baptist University  
2019

First Class Honour

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

## LINKEDIN



<https://www.linkedin.com/in/melody-t-7b1b02135/>