



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

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 Aug
2021 - 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 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