MELODY TSE

Eligible Holder of Open Work Permit & Available Immediately

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WORK EXPERIENCE

UX/UI Designer   Sep, 2022 – Jun, 2023
Automated Systems (H.K.) Limited, Hong Kong

WINGS e-IP | Securities and Futures Commission
- Led the design aspect of the project, overseeing the transformation of 53 sets of manual forms into electronic forms across 7 types of investment product business logic.
- Improved the existing functions of the WINGS platform, utilizing design thinking methodology to streamline 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.

Solution Developer   Apr, 2021 – Aug, 2022
Lenovo PCCW Solutions Limited, Hong Kong

eMPF Platform | Mandatory Provident Fund Schemes Authority
- 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 | Securities and Futures Commission
- 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 Application | Securities and Futures Commission
- 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.

Graphic Designer   Jan, 2020 – Mar, 2022
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.

PROFESSIONAL SKILL

Design Skills: Product Design, UX/UI Design, Branding & Identity, Wireframe, User Research, User Flow, Prototyping, Testing, Visual Design, Responsive Design, Video Editing, Graphic Design

Design Tools: Figma, Sketch, Adobe XD, Adobe Photoshop, Adobe Photoshop, Adobe Premiere Pro, Final Cut Pro, Framer, Spline, Anima

Development: JavaScript, HTML, CSS, React.js, Github, MUI, Ant Design

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EDUCATION

Bachelor of Arts (Hons.) in Visual Arts   2017 – 2019
Hong Kong Baptist University, Hong Kong

First Class Honour, Dean's List & Scholastic Award for Bachelor of Arts (Hons.) in Visual Arts

Higher Diploma in Visual Arts and Culture   2015 – 2017
Hong Kong Design Institute, Hong Kong