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EXPERIENCE

● Sep Jun
2022 - 2023

UX/UI Designer

Automated Systems (H.K.) Limited

WINGS e-IP | SFC

Led the project's design aspect, followed design thinking and scrum 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)

Lenovo PCCW Solutions Limited

eMPF Platform | MPFA

Collaborated with design and development teams to design and customize the UI for 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 for the UI of web platforms and internal system directly with users.

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

Led video designers and developers working with 76 tutorials to 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

Establish a new design guideline with a marketing team to elevate video design elements, marketing Ads, and business presentations.

Leverage ad experience from regular graphic to video ads, resulting in a 60% increase in CTR (click-through rate).

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

ABOUT ME

- Full stack designer with 5+ years of experience
- Expert in graphic design, video production, and motion graphics
- Proficient in Adobe Creative Suite and Figma
- Passionate about creating digital products and websites that achieve business objectives and meet user needs
- Dedicated to continuous improvement and staying current with design trends

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

UX/UI Design

User Research, Storyboard, Wireframe, User Flows, Visual Design, Prototyping, Build UI Library, Testing

Graphic Design

Branding Identity, Layout, Prints, Packages

Video Editing

Storyboard, Writing Scripts, Taking Photograph, Recording Video, Motion Graphic

Development

JavaScript, HTML, CSS, ReactJS, Github, MUI, Ant Design, Bootstrap, Webflow

Management

Collaboration, Communication, Time Management, Agile Scrum Methodology

TOOLS

Adobe XD	Figma	Sketch
Adobe Photoshop	Spline	InVision
Adobe After Effect	Adobe Illustrator	Lottie
Adobe Premiere Pro	Adobe Indesign	JIRA