

## EXPERIENCE

Nov Dec  
2023 - 2023

### UX/UI Designer

Puffy | Volunteer, Toronto

Analysed competitors' handling on product showcase  
Reviewed existing UX/UI and provided design advices  
Translated UX/UI concept to fully furnished prototype  
Standardised a UI guideline for a better product development

Sep Jun  
2022 - 2023

### UX/UI Designer

Automated Systems (H.K.) Limited

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.

**Responsible Project:**  
e-Investment Products Submission - WINGS Platform

Apr Aug  
2021 - 2022

### Solution Developer (UX/UI Designer)

Lenovo PCCW Solutions Limited

Identified design problems, performed research to enable quality solutions that met user expectations.

On-site creation for the UI of apps, 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 for fulfil the tight schedule.

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

**Responsible Projects:**  
eMPF Platform, The Next Generation Project - WINGS Platform, IPMOE App Project, HA Go App

Jan Mar  
2020 - 2021

### Graphic Designer

Motic Hong Kong Limited

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

Leverage ad experience from regular graphic to video ads, resulting in an 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.

## 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

## CERTIFICATIONS

### Enterprise Design Thinking Practitioner

IBM, Oct 2023

### Enterprise Design Thinking - Team Essentials for AI

IBM, Oct 2023

### Enterprise Design Thinking Co-Creator

IBM, Nov 2023

## 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     |