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PROFILE

Senior Product Designer with 11+ years of experience crafting intuitive user experiences by balancing user needs, business goals, and technical constraints, specializing in data analytics, AI/ML-driven platforms, and user-focused solutions. Proven track record of delivering user-centered designs that drive business growth. PMP certified professional combining project management with design thinking.

SKILLS

UI/UX Design

Customer-Centric Platform Design, Data-Driven UI/UX Solutions, User Research & Testing, Information Architecture, Interaction Design, Design Systems, Wireframing & Prototyping, User Journey Mapping, Visual Design.

Tools

Figma, Sketch, Illustrator, Photoshop, After Effects, Premier, InDesign, Cinema 4D, Rhinoceros 3D, WordPress.

Development Collaboration

HTML/CSS/JavaScript fundamentals, Design-to-development hand-off, Technical feasibility considerations.

EXPERIENCE

2016.08 / 2024.08 **Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI)**

Senior Lead UX, UI Designer

As part of the Big Data team, I designed and delivered user-centered solutions for platforms focused on data analysis and leveraging AI technologies, driving measurable impact across diverse industries. Over 8 years, I advanced from UX/UI Designer to Senior Lead UX/UI Designer, taking on increased responsibilities such as mentoring junior designers and leading strategic initiatives.

- Led the design of an AI-driven advertising optimization platform, improving ROI by 20% and reducing optimization time by 42%. This system streamlined workflows for digital marketers, aligning with customer-focused objective
- Led the design of an AI-powered Loan Document Review System, automating term matching and comparison processes. Improved analysts' efficiency by 30% and achieved a 95% term extraction accuracy, aligning with goals for enhanced user productivity.
- Designed UX/UI solutions across financial, regulatory, and marketing platforms, streamlining workflows and enhancing decision-making.
- Partnered with AI engineers to craft predictive modelling interfaces, improving user engagement and data clarity.
- Conducted in-depth user research to align product development with end-user needs.

2015.10 / 2016.08 **Tink Labs Limited, Hong Kong (The first billion-dollar start-up 'unicorn' in Hong Kong)**

UX, UI Designer

- Designed user experience for "handy" mobile platform used by international hotel chains.
- Created solutions through user needs analysis, prototyping, and user testing.

2015.01 **Soft Star Network Co., Ltd, Shenzhen, China**

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2015.09 Lead Designer

- Led social media app design, achieving 10,000+ user activations in the first month.
- Redesigned onboarding flow and created design specifications for agile development.

2013.07 **QVOD Technology Co., Ltd, Shenzhen, China**

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2014.12 UX, UI Designer

- Designed web and mobile interfaces for streaming platforms with millions of users.
- Developed UX solutions for content discovery and subscription features.

2013.01 **Lamabang Technology Co., Ltd., Shenzhen, China**

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2013.07 Contract Solo UX/UI Designer

Led the complete redesign of the Lamabang app (version 3.0), a social platform for mothers with 10M+ users. Collaborated closely with the Product Manager and Developers to transform the user experience and interface, significantly enhancing usability and engagement. The revamped design played a key role in securing millions in funding and reinforcing the app's position as a leading platform in its category.

2011.07 **Bosch Thermotechnik GmbH, Stuttgart, Germany**

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2012.03 UI Design Intern

- Gathered user testing feedback for the Junkers home app and implemented revisions to the UI design based on the feedback.
- Delivered design assets to the development team for implementation.

CERTIFICATION

PMP® Certified (2023)

Project Management Institute

EDUCATION

2010.04 **Muthesius University of Fine Arts and Design, Kiel, Germany**

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2012.09 M.A. Industrial Design (Interface Design)

2005.09 **East China University of Science & Technology, Shanghai, China**

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2009.09 B.A. Industrial Design

LANGUAGES


English (Professional)

German (C2)

Chinese (Native)




PORTFOLIO

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