

WORK EXPERIENCE

Menlth Health Service Provider / Freelance

Sep 2022 - Present . Hong Kong

- ✘ Provide **counseling and consultation** services for the better mental well-being of my clients.
- ✘ Hold projective drawing workshops and reading seminars for **professional adults** or in the **elderly welfare center**.
- ✘ Provide **one-to-one consultations** remotely. I mainly adapted the **client-centered** and **analytical psychology approaches**.

Product Designer / Lithium Finance

May 2022 - Jun 2023 . Financial Service Startup . Hong Kong

- ✘ As the only designer on the team and work closely with PM & CEO
- ✘ Pick up freelancer's work to **reshape to launchable testnet**.
- ✘ Reshape the company website to tell a better story about the product and continuously enhance the **website UIUX**.

Assistant UI UX Manager / The Point by SHKP

Sep 2021 - Mar 2022 . Local Malls . Hong Kong

- ✘ Quick revamp of The Point App: **Restructure IA & upgrade interface** from scratch to launch in 2 months
- ✘ Organised design **workshops**, co-developed & incharge of the uiux design of "Point Dollar" & "dynamic real time banner" for more user-centered "The Point points" * app usage

Assistant UI UX Manager / Hang Seng Bank

Jan 2020 - Jun 2021 . Local Bank . Hong Kong

- ✘ Built UIUX for **Hang Seng public website, app**, and **e-banking** journey, including security hub, prestige signature page, and report credit card lost journey
- ✘ Audited/built UIUX for **open banking and partnership** projects. Partners include Birdie, Midland, etc
- ✘ In Sept 2020, shifted to a research-focused role to assist in the **end-to-end research process** to provide insights and advice for **insurance and investment online journeys**

SKILLS

Empathetic & Good Listener /

Active listening, patience, believe in the innate goodness of humanity, developed an interest in mental well-being since university, experience with clients with emotional disorders, tramas and family member with disability or mental illness

Good Team Player /

User-centred, agile and scrum experience, critical thinking, problem-solving, flexible, empathetic, visionary, self-starter, effective communicator & listener

UX Research /

Scenario, user journey map development, A/B test, usability test, concept test, discovery, empathy map, interview, focus group, workshops

UX Design /

Storyboard, wireframe, prototype, interaction & motion design

EDUCATION

MS, Psychology / CityU

Sep 2019 - Jun 2022 . Hong Kong

BA, Interactive Media / PolyU

Sep 2014 - Dec 2016 . Hong Kong

TOOLBOX

Most used / Figma, Pen & Paper, Memos, Whiteboard

Least used but was using /

InVision, Sketch, Overflow, Flinto, Zeplin, Adobe XD, After Effects, webflow

WORK EXPERIENCE

UX Designer / Derivco Hong Kong

May 2019 - Dec 2019 . International Gaming Company . Hong Kong

- ✘ Drove direction in a **scrum team** to create new features based on user research, testing and game data
- ✘ Handled **all UX matters**, communicate with **UI designer**, **copy writer**, **data analyst** and **all business stakeholders**

Interactive Designer / Master Dynamic Ltd

Jul 2016 - Apr 2019 . R&D . Hong Kong

- ✘ Built UIUX for **apps**, **websites**, and **software** for **luxury retails**, and **medical diagnosis** with **image recognition**, **product customization**, and **RFID** technology
- ✘ Handled the UX part in the later stage while assisting juniors to translate it into user-friendly UI

CERTIFICATIONS

Introduction to Jungian Psychology: Knowing Your Inner-self with a Psychodynamic Approach

Jan 2023 . TreeholeHK Limited.
Certificate of Completion

Psychoanalysis in HTP & Projective Drawing

Jan 2022 . Mindintegral. Certificate of Workshop Completion

Neuro-Linguistic Programming

Aug 2017 . Certified Practitioner. Life Enrich Training & Consulting Centre

Mental Health First Aid

Nov 2015 . Certificate. The Mental Health Association of Hong Kong

LANGUAGES

English and Mandarin
Native Cantonese