

EXPERIENCE/

Co-Founder, UX & Website Designer | Jun 2022 – Present

ARCANA STUDIO / SELF-EMPLOYED, REMOTE

- Co-founded a brand and website design studio for purpose-led brands and female founders
- Launched 25 brands and websites with international clients from US, Europe & Asia

Principal Product Designer | Jun 2022 – Jan 2023

NEAT (NOW RAPYD) / HONG KONG

- Supported Design Lead during acquisition (by Rapyd) in merging design teams across Israel, Hong Kong, and London

Senior Product Designer | Dec 2020 – Jun 2022

NEAT (NOW RAPYD) / HONG KONG

- Conducted research, user testing, interviews, while crafting user experiences fit for customer and business needs
- Collaborated with product owners, engineers and various cross-functional teams to deliver key features and product enhancements based on business strategy and objectives
- Worked with key stakeholders and various teams to improve workflow, process and design tools

Design Mentor | Nov 2021 – Present

ADPLIST / REMOTE

- Offer personalized 1:1 mentorship to creatives through ADPList.org
- Mentored over 20+ students in 8 different countries including portfolio review, resume optimization, LinkedIn review, career coaching, professional guidance and more

Design Mentor | Aug 2020 – Present

DESIGNLAB / REMOTE

- Coach, mentor and empower mentees through weekly 1:1 mentorship in design, UX/UI, and product design life cycle
- Featured courses: UX Academy, Career Services, UX Foundations, UI Design

Design Lead | Mar 2020 – Nov 2020

HSBC (PAYME) / HONG KONG

- Oversaw UI & UX teams in resource planning, team management, and people & career development
- Collaborated with key stakeholders, cross-functional departments and various teams to successfully deliver projects on time and under pressure

UI Lead | May 2018 – Mar 2020

HSBC (PAYME) / HONG KONG

- Led the design team through major PayMe app redesign and PayMe for Business product launch
- Recruited, built and managed an 8-person team from a once-fully consultant team
- Created and cultivated community through TestLa! UX events and collaboration with HSBC design
- Implemented new design practices through updated tooling, workflows and processes

Senior Art Director | Aug 2017 – May 2018

PUBLICIS SAPIENT (FKA SAPIENTRAZORFISH) / HONG KONG

- Collaborated with APAC regional clients across the Philippines, Hong Kong, and China to create customer-centric experiences in their digital business transformations
- Clients included: Mercedes-Benz, Globe Telecom, Bureau Veritas

EXPERIENCE/

UI Director | Jan 2017 – Jun 2017

MOBILE NOW / SHANGHAI

- Oversaw UI team in resource planning, creative direction, and conceptual thinking
- Worked with internal departments to improve internal processes and communications
- Clients included: Pizza Hut, HomeFlex, JLL, Richmond, Galaxy Macau, AccorHotels

Senior UI Team Lead | Jan 2016 – Dec 2016

MOBILE NOW / SHANGHAI

- Mentored and worked with junior creatives in hands-on design work
- Projects included mobile apps, custom WeChat CMS applications, web design, WeChat HTML5 pages

Digital Art Director | Dec 2014 – Dec 2015

AKQA / SHANGHAI

- Worked exclusively on Nike across various brands, ie: Women's, Running, Basketball
- Projects included creative pitches, multi-platform digital activations and launches, web design and enriched WeChat experiences

Senior Digital Art Director | Jul 2014 – Nov 2014

DENTSU (FKA MCGARRYBOWEN) / NEW YORK

- Part of the founding core team of mcgarrybowen's new Product and Innovation team
- Partnered with senior Verizon stakeholders and agile project teams to work in scrum fashion in transforming broad product visions into working prototypes and structured frameworks
- Worked alongside creative, UX, tech and strategy to rapidly prototype, test, and iterate a wide variety of product across various industries
- Client: Verizon Wireless

Digital Art Director | Feb 2013 – Jul 2014

DENTSU (FKA MCGARRYBOWEN) / NEW YORK

- Participated in winning pitches for high-profiled clients, ie: Chase, Intel
- Projects included mobile apps, MVPs, web design and multi-platform digital activations
- Clients included: Courtyard Marriott, Chase Private Client, Intel, Hewlett-Packard

Digital Designer | Jun 2011 – Feb 2013

ORGANIC / NEW YORK

- Worked closely with UX, strategy and account departments to successfully deliver and exceed client expectations on various websites and digital activations
- Clients included: Pepsi, Playskool, Specialized, Procter & Gamble, Bank of America

EDUCATION/

Academy of Art University

BFA ADVERTISING & DESIGN | 2010

SKILLS/

Design

Experience & Product Design, UI & Visual Design, Prototyping, User Research & Customer Interviews, Usability Testing

Leadership

Mentorship, People & Team Management, Stakeholder Management