

# Ivan Keung

Senior Product Designer | Fintech & Web3 | IC to Design Lead

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Product designer with 10+ years of experience building financial and Web3 products. I work across the full spectrum, from shaping product direction with stakeholders to shipping detailed interaction flows. Having led a design team and also owned 0-to-1 products, I'm as comfortable navigating early-stage ambiguity as I am optimizing experiences for millions of users.

## Experience

### Senior Product Designer @ Moca Network by Animoca Brands

Jul 2024 - Mar 2026

Sole B2C product designer across Moca Network's consumer-facing ecosystem. Key products include MocaProof (on-chain identity and credentials), AIR Wallet (identity-focused Web3 wallet), and Moca Chain's Proof-of-Data Staking protocol. Led the design of MocaProof from inception to launch, translating a complex credential system into an accessible consumer experience.

### Product Design Manager @ Crypto.com

Sep 2022 - Jul 2024

Managed a team of 4 designers across Crypto.com's Onchain wallet (formerly DeFi Wallet) and Exchange products. Introduced research practices to new partner teams and maintained design critique and knowledge-sharing sessions across the group. Grew 2 designers to senior level. Partnered with PMs to shape project scope from the start, contributing design insights and advocating for research to ensure projects served both business goals and user needs.

### Senior Product Designer @ Crypto.com

Sep 2021 - Sep 2022 | 1 yrs 1 mo

Designed key features for Crypto.com's Onchain wallet, including cross-chain swapping, a DeFi aggregator aimed at first-time users, and a redesign of the home screen and navigation. Improved the wallet setup and DeFi onboarding flows to lower the barrier for users new to Web3. Informally mentored other designers on the team.

### Product Designer @ Crypto.com

May 2019 - Aug 2021 | 2 yrs 4 mos

Started on the Crypto.com App, designing trading and payment experiences for 10 million+ users, including localized payment flows for the US and Singapore markets to meet regional compliance and banking requirements. Built the App's design system from scratch and maintained it as the team grew, improving design consistency and efficiency. Later transitioned to the DeFi Wallet team to help bring the product from 0 to 1.

### Product Designer @ EventX (formerly EventXtra)

Dec 2016 - Apr 2019 | 2 yrs 5 mos

Sole designer on a suite of event management products serving organizers, exhibitors, and attendees. Collaborated cross-functionally to ship end-to-end experiences.

### User Experience Designer @ Altitude Labs

Jun 2015 - Nov 2016 | 1 yr 6 mos

Ran design sprints with clients and internal teams to validate user needs before development. Followed an MVP approach to deliver optimal results.

## Education

B.A. in Interactive Media, Hong Kong Polytechnic University School of Design (2015)

## Skills

Product Thinking

User Research

Data Analytics

Interface Design

Prototyping

Design Systems

## Tools

**Design:**

Figma, Adobe suite

**Research:**

Dovetail, Maze, Usertesting, Typeform

**Actively integrating AI:**

Prototyping in code with Claude Code and Figma MCP. Exploring prompt-driven design with Pencil.dev, Paper.design and Google Stitch.