

Myra Lam

UI/UX Designer

+852 90971005

wingchilwc@gmail.com

myralam.com

With 6+ years of experience, specializing in **mobile app** and **responsive web design** across **customer-facing digital products in the retail, property, public transportation and insurance sectors**. With a focus on creating intuitive **user interfaces**, proficient in **user research, wireframes, prototypes, and design systems**. Skilled in Figma & Adobe Creative Suite, with a proven track record of delivering user-centric solutions in collaboration with cross-functional teams.

WORK EXPERIENCE

2025 Feb - Now

Blue Cross (Asia-Pacific) Insurance Limited

Customer Experience Design,
Senior Analyst

Maintained and enhanced key features on the **BX+ Customer Portal** and **BlueCross HK Mobile App**, delivering ongoing usability enhancements that supported stronger user engagement and satisfaction. **Digitized the manual endorsement workflow into a straight-through process**, improving operational efficiency and reducing manual handling for internal teams.

Led the restructuring of the information architecture and redesign of the corporate website, with a focus on revamping the **direct channel buy journey**. The improvements streamlined navigation and contributed to increased customer satisfaction across the entire purchase experience.

Collaborated on the implementation of a **unified design system** across BX+, SuperAgent+, the BlueCross mobile app, and the corporate website. The system improved cross-platform consistency, minimized design-to-development gaps, and accelerated delivery across multidisciplinary teams.

2023 May - 2024 Oct

Keysoc Limited

UI UX Designer

Led the **biodiversity website design for Swire Properties**, from pitch to completion, created interactive design and animation to enhance website engagement.

Contributed design to various **shopping mall loyalty mobile app** like **SOGO Rewards, The Twins Rewards, and K11 HK**. Worked closely with cross-functional teams, conducting user research, developing user flows, wireframes, and art direction, while implementing library systems for consistency. Present design concept to business users to align design with their goals.

Participated in **POS system design for merchants at Swire Properties, K11 Express Portal**, creating user flows and wireframes to streamline merchant's operations and transactions.

2021 Jun - 2023 Apr

Cherrypicks Limited

Designer, Design And UX

Spearheaded the design for **MTR Mobile App**, enhanced existing user flows, **introduced new feature updates**, and **incorporated gamification elements** to boost user engagement. Developed campaign ideas and conducted usability testing, while creating and maintaining a **comprehensive design system**. Presented concepts and collaborated closely with stakeholders to ensure alignment with business objectives.

Led the design of **MTR Care mobile app**, with a **focus on accessibility design**. Conducted **user research and focus groups** to understand the needs of diverse passenger groups, aiming to provide a seamless and inclusive travel experience tailored for accessibility.

Participated in **shopping mall loyalty mobile app** such as **IFC and Elements**. Managed feature updates and ongoing maintenance, developed wireframes, and designed UI components to improve user interaction and overall app experience.

Myra Lam

UI/UX Designer

+852 90971005

wingchilwc@gmail.com

myralam.com

HIGHLIGHT PROJECT

Web / App

Blue Cross



Online Portfolio

Led end-to-end design initiatives across the **BX+ Customer Portal**, **BlueCross HK Mobile App** and the **corporate website**. Maintained and enhanced key features to improve usability, streamline workflows, and boost user engagement. Restructured the corporate **website's information architecture** and **revamped the direct channel buy journey** to simplify navigation and elevate customer satisfaction. Collaborated on a **unified design system** to ensure cross-platform consistency, reduce design-to-development gaps, and accelerate delivery across multidisciplinary teams.

Mobile App

MTR Mobile



Online Portfolio

Objective:

Integrating essential **MTR information with lifestyle features** and **loyalty programs** to enhance the overall user experience.

Key contributions:

New Feature Integration: Revamp existing user-flow and interface, introduce new feature to create seamless user experience.

Consistent Design Synchronization: Developing and sustaining a design system, enabling cohesive visuals and functionality across all sections and updates.

Highlight epic:

"Go Culture Tour" campaign: Specialise for the opening of Admiralty Station, participate in **campaign ideation**, **feature UI revamp** to drive public engagement.

"MOVE IT!" Mini-game design: Incorporate gamification design, participated in the **game ideation & mechanics**, **user flow**, and creating **attractive graphic designs** to boost user retention and public engagement.

EDUCATION

2015-2019 THEI

Bachelor of Arts (Honours) in Advertising
Second Class Honours Division I

CERTIFICATE

GOOGLE

Google Data Analytics Professional Certificate

IBM

Designing User Interfaces and Experiences (UI/UX)

LANGUAGES

Fluent Cantonese

Good English & Mandarin

SKILLS

Figma

Adobe Illustrator

Adobe After Effect

Sketch

Adobe Photoshop