

# Chung Yik Yeung

UX / UI Designer, Visual Merchandiser

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## Bio

A UX/UI designer with 4 years of experience and a visual merchandiser with 7 years of experience across F&B, finance, customer loyalty, digital design agencies, and the fashion industry. Passionate about creating user-oriented products while maintaining a balance with business needs.

## Skill

- UX research & user interview
- Information architecture
- UI design system
- Wireframe & Prototype
- Visual merchandising
- Fashion & mannequin styling
- Communication and presentation

## Education

### Full-Stack User Experience Design Immersive Bootcamp

Xccelerate (2020 - 2021)

### BA (HONS) Scheme in Fashion and Textiles

The Polytechnic University of  
Hong Kong (2008 - 2011)

## Experience

### UX / UI Designer

(Jan 2024- Present)

#### Hestia Technology Limited

- Design wireframes, mockups, prototypes and build design systems to visualize the layout and functionality on multi-platforms for the B2B users oriented F&B product.
- Collaborate and communicate with IT and Mechanical Engineering Team to present the idea and deliverable.
- Conduct usability testing, research reports, and UAT to collect user feedback, analyze and identify the problem and provide solution suggestions.

#### Projects involved:

- A SAAS Platform for B2B user create, manage and update their cooking systems and recipes.
- Interface and experience design of an smart automatic cooking product line for restaurant operation
- Revamped the company website and provide product and news update with CMS.

### Product Designer

(Apr 2023- Dec 2023)

#### Greatics Limited

- Design wireframes, build design systems and components on multi-platforms for users oriented product.
- Responsible for UI mock-ups and prototype for testing and development
- Collaborate and communicate with the clients, project manager, and IT Team to present the idea and deliverable.
- Conduct usability testing, research reports, and UAT to analyze and identify the problem and provide solution suggestions.

#### Projects involved:

- A painting and drawing app with avatars, item transactions and social features.
- Build design systems and revamp parts of the renowned British scientific magazine reading apps.
- Revamped the company website to match the company's business

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## Software

- Adobe creative suite
- Figma
- Sketch
- Zeplin
- Webflow

## Language

- Cantonese
- English
- Putonghua

## Expected Salary

- \$ 30,000 – 35,000 (Negotiable based on compensation package)

## Date of availability

- One month notice

## UX / UI Designer

(May 2021 – Dec 2022)

### Green Tomato Limited

- Create and design wireframes, connection maps, interactive prototypes on multi-platforms for presenting users oriented solutions.
- Provide UI mock-ups and develop client's design systems to align with the company standard.
- Collaborate and communicate with the clients, project manager, business, and IT Team to understand the requirements and present the deliverable.
- Conduct and assist usability testing, research, and UAT of the product to analyze and identify the problem and provide solution suggestions.

#### Projects involved:

- Western Asia fund investment digital responsive web platform and wealth dashboard banking App of HK leading global banking company
- An Integrated mall loyalty & shopping directory app with the ESG living style of HK well known property company

## Visual Merchandiser

(Dec 2018 – Mar 2020)

### Trinity International brands Limited

- Implement store displays, visual image & style store mannequins regularly
- Design and implement for POP, window displays, props & images for the sales event or ad hoc event seasonally
- Define the budget for visual display expenses

#### Projects involved:

- Responsible for the 3 stores opening, including window, visual merchandises set up in HK (1200 – 1800 sq. ft. each)
- International display support & new store opening in the Greater China Region

## Visual Specialist

(Jan 2014 – May 2018)

### Zara Asia Limited

- Plan and Implement Flagship and Top tier store layout and in-store merchandise display and mannequin presentation
- Analyze the sales report and ranking items to maximize the sales volume, result in shortening sale period from one month to two weeks.