

# Chung Yik Yeung

UX / UI Designer, Visual Merchandiser

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## Bio

A UX/UI designer with 5 years of experience in design across automated machinery Interface with B2B SaaS platform, finance, customer loyalty products. Passionate about creating user-oriented solutions that maintaining a balance with business goals. Combined with my 7 years of experience as a visual merchandiser, this enables me to translating physical user behaviour into digital interface logic.

## Skill

- UX research & user interview
- Information architecture
- UI design system
- Wireframe & Prototype
- Stakeholder Management
- Visual merchandising
- 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)

## Design Experience

### UX / UI Designer

(Jan 2024- Present)

#### Hestia Technology Limited

- Lead and design wireframes, mockups, prototypes and building design system to visualize the interface and functionality across multi-platforms for the F&B B2B product.
- Collaborate and communicate with IT and Mechanical Engineering Team to present the idea and deliverable.
- Conduct usability testing, produce research reports, and UAT reports to collect user feedback, analyze and identify the problem and provide solution suggestions.

#### Projects involved:

- Redesign a SAAS responsive platform for B2B user create, manage and update their cooking systems and recipes.
- Revamp and align the Interface and experience design of an smart automatic cooking product line for restaurant operation, resulting in a **32% time saving in task operation**.
- Revamp the company website and provide product and news update with CMS, resulting in a **18% decrease bounce rate**.

### Product Designer

(Apr 2023- Dec 2023)

#### Greatics Limited

- Designed wireframes, UI mock-ups, prototypes and built design systems, on multi-platforms for users oriented products.
- Collaborated and communicated with the clients, project manager, and IT Team to present the idea and deliverable.
- Conducted usability testing, produced research reports, and UAT reports to analyze and identify the problem and provided solution suggestions.

#### Projects involved:

- Designed A painting and drawing app with avatars, item transactions and social features **tailored for Children's and Youth Education**.
- Built design systems and revamped parts of the renowned British scientific magazine reading apps.
- Revamped the company website to align with the company's business objectives.

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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

- Designed and delivered digital solution and UX service for clients products
- Collaborated and communicated with clients, project managers, business, and IT Teams to translate the requirements into pixel-perfect design deliverable.

#### Projects involved:

- Designed a Western Asia fund investment digital responsive web platform and wealth dashboard banking App of HK leading global banking company
- Designed an Integrated mall loyalty & shopping directory app with the ESG living style of HK well known property company **reached 50K+ downloads in Google Play store**

## Visual Merchandiser Experience

### Visual Merchandiser

(Dec 2018 - Mar 2020)

#### Trinity International brands Limited

- Designed and Implemented store displays, visual image & style store mannequins, POP, window displays, props & images for the sales event or ad hoc event seasonally
- Held responsibility for the 7 stores opening, including window, visual merchandises set up in Greater China Region (1200 - 1800 sq. ft. each)

### Visual Specialist

(Jan 2014 - May 2018)

#### Zara Asia Limited

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

### Visual Merchandiser

(Jan 2012 - Jan 2014)

#### Forever 21, Inc

- Implemented window, in-store merchandise display and mannequin presentation with company guidelines regularly