

I work on complex problems that need both a strategy and a system. My background spans digital strategy, product management, and experience design – often when something important needs to get built or rebuilt. Currently working independently across four projects in insurance, carbon markets, and education.

## WORK EXPERIENCE

### Director of Innovation – PROJECT Limited / Innovation and Creative Consultancy

[Mar 2024 – Present]

- Grew the business by deepening client accounts, driving new client and internal initiatives, and building new service areas.
- Led platform strategy, program design, and OOH campaigns for projects across insurance, carbon markets, and education.
- Specialized in getting things off the ground, setting the direction, scoping the work, and structuring early-stage projects.

### Head of Digital Strategy and Experience – Hero Design Group / Interior Design

[Jul 2021 – Jul 2023]

- Built a client-centric project platform from scratch (low-code, 800+ data points) to better deliver projects across all stakeholders.
- Evolved the platform through 6 iterations to improve reporting, automation, and AI readiness to support global expansion.
- Rolled-out to the team through training, workshops, community and power-user programs - driving adoption and collaboration.

### Product Lead – Li & Fung / Apparel supply chain

[Nov 2019 – Jul 2021]

- Drove vision-to-alpha for *Make the Dot*, a fashion ideation tool that cuts concept-to-sample time by 80%.
- Launched Unifi3d – a B2B service platform connecting major US retailers to Li & Fung's in-house 3D apparel design team.
- Led discovery and product roadmap for a next-gen apparel PLM – optimized for collaboration, 3D libraries, and interoperability.

### Senior Experience Strategist and Designer – IBM

[Aug 2016 – Oct 2019]

- Redesigned Asia Miles flight booking experience, leading to 79% more online bookings and 10x upsells.
- Managed and rolled out AIA's new HR self-service solution (ServiceNow) across 17 APAC regions and 10,000+ staff members.
- Led the CRM implementation (Salesforce) for DFS to manage in-store data across 25 global stores and 4 million members.
- Conducted field research and a 3-day Design Thinking workshop for Pfizer to uncover digital strategies to connect with doctors.
- Improved Cathay Pacific's customer service platform (Salesforce) to reduce response time and cost-to-serve by 50-80%.

## Internships

[2013 – 2016]

- IBL / Harman Kardon: (1) Developed the concept and product strategy for a holographic speaker, projected to deliver 40% profit margins, (2) Designed a POS strategy anchored on product storytelling to drive last-mile awareness and conversion.
- IBM: Identified whitespace opportunities in HK's airline sector and built a stakeholder engagement strategy for its largest account.
- HKTDC: Proposed high-tech digital strategies to stay competitive in Hong Kong's growing B2B marketplace industry.

## ENTREPRENEURSHIP

### Creative Director – Lemonayd / Educational Games ([www.lemonayd.co](http://www.lemonayd.co))

[Jun 2022 – Present]

- Designed, produced and sold training decks to fill a market-gap in group-based, cost-effective learning for business soft-skills.
- Launched a series of digital marketing and growth campaigns across the conversion funnel, reducing CPC by 6x and CPA by 50%.
- Built relationships with major HK organizations such as TEDx, HKUST, and Toastmasters to grow brand visibility and reach.

### Managing Director – Brainsquad / Tech & Business Consulting ([www.brainsquad.io](http://www.brainsquad.io))

[Jul 2021 – Present]

- Defined a product-led strategy, roadmap, and backlog for a garment brand to scale and serve a global customer base.
- Simplified medical laboratory protocols, data entry, and statistical analysis as the UX architect for a medical SaaS.
- Grew a luxury retail brand's digital footprint on the global stage by launching organic and paid marketing strategies.
- Scaled to 11 consultants to support our 8 clients, fostering a culture of growth by trying, failing, and learning.

## EDUCATION

### Hong Kong University of Science & Technology (HKUST)

[2012 – 2016]

Dual-Degree in Technology & Management, **BEng** Electronic Engineering + **BBA** Business Management (3.0/4.3 – Division 1)

### The International School, Bangalore (TISB)

[Class of 2012]

International Baccalaureate (39 points); International GCSE (10 A\*)

## SKILLS

Platform strategy | Experience design | Innovation management | Change management | Business and tech consulting  
UX and UI design | Web design and development | Process design and automation | Agile (*Product Owner, Scrum Master*)

## CERTIFICATIONS & AWARDS

[2019] Best user-experience; Best app; Best mobile-based launch; Best e-commerce solution (MobEX awards for Asia Miles)

[2017] Certified IBM Enterprise Design Thinking advocate, collaborator, and practitioner; Certified Salesforce platform developer

[2016] Valedictorian, HKUST School of Engineering; Winner of the high-tech innovation and entrepreneurship business pitch, HKUST

[2015] Best Student Consultant, awarded by IBM, Hong Kong Trade Development Council (HKTDC) and HKUST

[2013] Best Point-of-Sale strategy and design, awarded by Harman International and HKUST

[2012] 50% scholarship at HKUST based on IB results