

SKILLS

Design:

Information Architecture,
Wireframe,
Rapid Prototyping,
Interaction design,
UI design,
Design system,
Data Visualization,
Motion Graphic

Tools:

Figma
Sketch
Invision
Adobe Creative Suite
Affinity Designer
HTML, CSS

EDUCATION

Google UX Design

Professional Certificate

MA, Interactive Digital Media

Ravensbourne College Design and
Communication

AWARDS

Sparks awards 2020

Best Social Media Strategy

EXPERIENCE

Belun Technology / UX Consultant

Aug 2024 - Present

- Designed the end-to-end user experience for a sleep test solution, integrating a wearable ring device, a patient mobile app, and a clinical web portal for AI-powered analysis and reporting.
- Developed and maintained a scalable design system, ensuring consistency, efficiency, and adherence to medical device standards across all platform components.
- Conducted targeted user research with both patients and clinical staff to define distinct needs and optimize interactions across the entire sleep study journey.
- Prototyped and iterated intuitive interfaces for device setup, daily data capture via the app, and complex diagnostic report review for clinicians on the web portal.

Vicosys Co, Ltd. / Lead UX designer

Feb 2022 - April 2024

- Collaborated with project managers to develop user personas and journey maps, thereby creating a more targeted and effective design strategy.
- Lead ideation, concept exploration, and digital strategy, as well as execution, for client projects.
- Mentor and manage junior designers on the team, keep design team stay up-to-date with industry trends and best practices

Relocate to the U.K

Jan 2021 - Jan 2022

Focusing on settling in by arranging housing, enrolling children in schools, and building a social network.

Verizon Media, Yahoo! HK / Manager, Web Creative

Apr 2014 - Dec 2020

- Designed and launched multiple content portals, leveraging social media and digital marketing trends to amplify online presence, boosting sales revenue by 46% in the first year.
- Worked with content team to develop social media marketing strategies and create diverse design templates, achieving 85% brand awareness in the first year, reaching 240,000 audiences, and winning the Sparks Award for Best Social Media Content.

Yahoo! Hong Kong / Senior web designer

2010 -2014

Star TV, news corp / Senior web designer

2006 -2009

Next Dimension / Senior Designer

2004-2005

Natural, UK / Freelance Flash design & developer

2003-2004

Ifa Limited / Web Designer

2001-2002

Linux time / Multimedia Designer

2000-2001