

Ailex, Chin Lo

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Summary

Seasoned design professional with over 20 years of experience across digital media, product development, and user-centered strategy. Having worked in fast-paced agencies, innovative startups, and major global media organisations, I bring a comprehensive understanding of end-to-end digital delivery—from research and concept development to execution and optimisation. Skilled at leading cross-functional teams, shaping design systems, and driving measurable outcomes across complex platforms and high-impact campaigns. Now based in the UK, I continue to advance my capabilities through emerging technologies, including AI-assisted workflows, to elevate creativity, efficiency, and strategic decision-making. Highly organised, self-motivated, and quick to adopt new tools and methodologies, with a strong commitment to delivering meaningful, intelligent design solutions.

Professional Experience

UX Designer (Remote)– Belun Technology, Hong Kong

Aug 2024 – Present

- **Cross-Platform Design:** Delivered an integrated UX spanning wearable hardware, a patient-facing app, and a clinician portal, improving operational efficiency and reducing patient-to-clinician workflow time by **38%**.
- **Design Systems:** Developed a scalable design system aligned with medical device standards, reducing design inconsistencies by approximately **30%** and accelerating UI production time across teams.
- **User Research:** Led user research and usability testing with patients and clinical professionals, identifying critical pain points that improved task completion rates by **25%** and reduced user errors during testing.
- **UX Advocacy:** Promoted user-centered design principles across multidisciplinary teams, increasing stakeholder adoption of UX practices and contributing to a notable reduction in revision cycles on major projects.

Lead UX Designer (Remote) – Vicosys Co., Ltd, Hong Kong

Feb 2022 – Apr 2024

- **UX Strategy:** Led a team of three UX designers in executing a user-centered design process, resulting in a 30% increase in user satisfaction with company projects
- **Prototyping:** Produced interactive prototypes and low- to high-fidelity wireframes, while implementing a structured usability testing program that reduced identified usability issues by **50%** and significantly elevated product quality.
- **Iterative Design:** Continuously iterate and refine: designs based on user feedback and evolving project needs while adhering to a design thinking approach.

Relocation to the U.K.

Jan 2021 – Jan 2022

- Focused on resettling, family logistics, and integrating into the local community

Manager, Web Creative – Verizon Media / Yahoo! HK, Hong Kong

Apr 2014 – Dec 2020

- **Creative Direction:** Directed creative execution across multiple digital projects, consistently delivering high-quality outputs on time and within budget, contributing to stronger campaign performance and brand consistency.
- **Digital Design:** Successfully launched two online magazines, leveraging social media and digital marketing trends to amplify online presence and boost sales revenue by 16% in the first year.
- **Content Strategy:** Led a content team to create diverse materials and develop social media marketing strategies, driving strong growth in brand awareness and engagement during the first year, reaching 240,000 audiences, and winning an Award for Best Social Media Content.

Senior Web Designer – Yahoo! HK, Hong Kong

2010 – 2014

Education & Certifications

- MA in Interactive Digital Media – London Design College
- Google UX Design Professional Certificate

Key Skills

AI & Digital Innovation

- Generative AI for concept development, visual exploration, and rapid prototyping
- AI-assisted research for trend analysis, problem framing, and synthesis
- Prompt engineering for image and text generation
- Experience integrating AI tools into design workflows (ideation, mood boards, documentation)

Design & Research

- User Interviews, Usability Testing, Tree Testing, Persona Development
- User Journey Mapping, User Flows, Competitive Audit, UX Strategy, Product Testing
- Wireframing, Prototyping, High-Fidelity Design, Visual Design, Interaction Design, Information Architecture, Accessibility principles (WCAG), responsive design
- Web Design, Mobile Design, iOS Design, Android Design, Cross-Platform Design, Design Systems, UI Patterns

Tools

- Figma, Sketch, Adobe Creative Suite, Affinity Designer
- InVision, Miro
- HTML, CSS
- SurveyMonkey, Google Analytics, Hotjar

Soft Skills

- Empathy, Collaboration, Problem-Solving
- Critical Thinking, Facilitation
- Adaptability, Time Management, Prioritization