

Ka Ho (Ethan) HA

Product / UX&UI Designer

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WORK EXPERIENCE

Complii Fintech Solution Pty Ltd Sydney, AU

Senior UX/UI Designer | Mar 2025 – Present

- Solely led the design system development, maintaining close collaboration with developers to gather feedback and iteratively refine components for improved efficiency and consistency.
- Collaborated with business analysts, developers, and stakeholders to ensure seamless design execution from concept to delivery.

UX/UI Designer | Aug 2022 – Feb 2025

- Took the initiative in establishing the company's first design system and guidelines, maintaining consistency across projects.
- Led Information Architecture, Wireframes, and High-Fidelity Design, delivering intuitive and visually appealing solutions aligned with user needs and business goals.
- Gathered feedback from developers and QA to refine designs from multiple perspectives, ensuring feasibility and usability.
- Worked closely with BAs to define product requirements and create comprehensive workflows, ensuring smooth project outcomes.

Hustle Agency Sydney, AU

UX/UI Designer | Mar 2021 – Jul 2022

- Worked across all stages of product development from user research, design, prototyping, development, and user testing.
- Solo designed and developed corporate websites for a number of e-commerce websites.
- Participated, refined, and design the onboarding flow for the blockchain client.
- Solo designed CRM system from low to high fidelity prototype live gig aggregator platform.

EDUCATION

Master of Interaction Design and Electronic Arts

Feb 2019 – Dec 2020, USYD

Bachelor of Multimedia Design

Feb 2016 – Dec 2018, UQ

Skills

Design: User Flow • Concept Sketch
• Information Architecture •
Wireframes • High-Fidelity Mockup •
Style Guidelines & Design System

Prototype: Rapid Prototype • Front-end Development

Research: Data Analysis • Cognitive Walkthrough • Inspiration Research

Collaboration: Organize Workshop •
Conduct Design Feedback Session •
Self Motivate • Detail Focus • Cross-
Functional Team

Tools

Design: Figma • Sketch • Illustrator
• InDesign • Photoshop

Development: HTML • CSS •
Wordpress