

# 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