

Iris Luk

Seven years in fintech taught me to make sense of complexity.
Five years in game design taught me how to keep people engaged, one step at a time.
Advertising taught me to never settle for the obvious.

Portfolio

irisluk.com

Education

University of Arts London
MA Interactive Media
Distinction

The Hong Kong Polytechnic
University
BA Design (Advertising)

Hang Seng School of Commerce

Business Studies,
Mathematics & Statistics,
Computer Studies

Human-centric skills

Design Thinking
Strategic Design
Stakeholder Alignment
End-to-End Design
Qualitative User Research
Leading AI with Questions

Contact

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ION Group, London

Global financial technology and data company providing News, analytics, and workflow automation for financial institutions

Senior Product Designer May 2018-Mar 2026

Mergermarket

Market intelligence platform focused on mergers and acquisitions

- Led the design of AI-powered user journeys, launching an MVP to 30k+ users under tight timelines
- Drove rapid post-launch iteration, delivering 40+ user-informed enhancements within two months, significantly improving usability and engagement

KYC6

Compliance and risk intelligence platform for global AML and KYC data

- Identified and eliminated a critical CMS workflow bottleneck, reducing a 3-minute task to one click and saving an estimated 360 hours of research time daily
- Led the adoption and integration of a design system, aligning product experience, improving consistency, and scaling design across workflows and teams

Infralogic

Data and analytics platform for infrastructure and energy markets

- Designed a strategic end-to-end user journey to increase platform engagement and reduce reliance on email-based content
- Delivered high-impact product capabilities that contributed to increased annual contract value (ACV)

TIM (Trade Ideas Market)

Trade ideas platform leveraging network effects

- Defined and visualised North Star product concepts, guiding long-term product vision and direction
- Facilitated cross-functional strategy workshops, aligning product managers and engineers and driving consensus on a unified roadmap

Additional

- Founded and led Toastmasters at ION Group, fostering communication and leadership development across teams

Gamesys, London

Online gaming operator and developer

Senior Product Designer | Jan 2013 – Apr 2018

- Defined core UX principles and design system for responsive mobile gaming experiences across brands including Hasbro, Virgin, and News UK
- Led the design of a patented gaming experience, redefining user engagement and interaction
- Shaped holistic product visions and translated them into actionable roadmaps and deliverable milestones

Havas Worldwide, Hong Kong

Global advertising agency (formerly EURO RSCG)

Assistant Art Director | 2009 – 2011

- Delivered integrated, multi-channel campaigns across TV, digital, and print for global brands including Credit Suisse, DBS Bank, and Sony