

## Experience



### UX Design Lead

11/2017 - 03/2018

IBM iX (Current project: Foreign and Commonwealth Office)

Leading user research and design for a new digital service for diplomats.

Activities including interpreting user journey and business processes into screens on Sketch & Invision, running user research and data analysis.

### UX Designer

02/2016 - 06/2017

Rebel Hack Studios

Consultancy: I designed the digital user experience and delivered design decision advisory for 10+ start-ups from seed funded to Series A. I drove conversion rate optimisation backed by data from user research.

In-house project: I applied the user-centred design approach in creating a client management and real-time reporting platform with developers.

### Digital Designer and Communications Specialist

09/2013 - 12/2014

PhotoVoice

Created content strategy informed by analytics and focused on mobile responsiveness optimisation of the website and newsletter.

Co-facilitated a participatory photography workshop as an ethnographic study on local water use in China, with Overseas Development Institute.

### Service Designer

12/2011-06/2013

The 20-20 Optical Store, London

I managed the iterative design and prototyping process on every aspect of the customer's omnichannel journey, from the production of point-of-sale materials and window displays to emails and websites.

### Marketing Intern

07/2011-09/2011

Stepcase Ltd, Hong Kong

Designed the user experience for Chaopin (social fashion catalog app), which was a finalist at Techcrunch Disrupt Battlefield in Beijing 2011.

## Education



### MSc Human-Computer Interaction with Ergonomics

2014-2015

University College London

The course enlightened me with theories and practices of HCI, including user-centred design, physical computing and prototyping, ergonomics, socio-technical systems and cognitive science.

My MSc thesis project investigated the validity of numerical gamer ratings, in collaboration with Sony Computer Entertainment Europe.

### BSc Psychology (Upper Second-class honours)

2009-2012

University College London

Immersive exposure and practice in theories and research methods in psychology, including applied decision making, cognitive psychology, and organisational behaviour.

My final year project was an independent qualitative study on gender portrayal in British recruitment advertisements.

## Skills



- Adobe CC, Sketch; HTML/CSS/JS/C++
- Languages: Fluent English, Native Cantonese and Mandarin Chinese
- Freelance photographer offering events and commercial photography services