

KATHERINE CHUI

+ CONTACT

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+ ABOUT ME

An highly-motivated UI/UX Designer and Assistant Project Manager with 3 years of experience and a passion for art and new technology.

+ EDUCATION

Bachelor of Arts - Creative Media
2016 - 2020 City University, Hong Kong

Specialized in interaction design, creative thinking, and using different media to express ideas.

+ TOOLS

Proficient in

- Interactive

- Adobe XD
- Figma
- WordPress
- Miro
- Overflow
- Jira
- Bootstrap
- Google Analytics

- Visual

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Microsoft Office
- Canva
- Mailchimp
- HTML + CSS

- Motion

- Adobe After Effects
- Final Cut Pro
- Adobe Animate CC
- Vyond
- Autodesk Maya

+ WORK EXPERIENCE

■ MULTIMEDIA DESIGNER (UI/UX)

JUL - 2023
PRESENT

AECOM CANADA LIMITED

- Designed UI elements for public construction websites and provided professional view for the UX process.
- Helped to format government town planning proposals with an attractive layout.

■ UI/UX DESIGNER AND PROJECT MANAGER (FULL-TIME)

OCT - 2021
SEP - 2022

SKYCOVER TECHNOLOGY LIMITED

- Responsible for designing UI and UX for the restaurant's online ordering web app, to think about users how to order their food journey and enjoy their meal without manpower by matching scores from similar user behaviour.
- Participated in idea brainstorming, researching, sketching, color selection, typography and usability test activities for web and mobile applications.
- Converted sitemaps, wireframes and prototypes into eye-catching visuals and interactive motion graphics by working closely with front-end developers and project managers.
- Designed an E-commerce website for the NFT platform and collaborated with marketing team to create a promotion strategy, like scheduling and designing social media posts, banners, promotional materials, and website elements.
- Executed meeting arrangements, prepared proposals, quotations and idea presentations for school management platform and handled customer service calls.

■ WEB AND DIGITAL DESIGNER (FULL-TIME)

JAN - 2021
SEP - 2021

NEW IMEDIA SOLUTIONS LIMITED

- Conducted user research on buyer motivations and how to improve their buying experience across different touchpoints.
- Revised the inherent website to a user-centred design and create mobile-friendly UI/UX in keeping with the design system to enhance its overall impression, which leads to a user satisfaction increase of 40%, a conversion rate increase of 68% and a bounce rate decreased by 35%.
- Participated in a team of 3 people, produced multilingual business and E-commerce sites by following SEO guidelines, and created an 8% hit rate and a sales increase of 30% in the peak period.
- Increased my multicultural sensitivity and understood the diversity of customer needs in the international market when creating an E-commerce website for a kitchen implement store in England.
- Produced marketing materials for EDM and CRM marketing by using Mailchimp. Collaborated with sale team to create illustrations and content writing for social media materials.

KATHERINE CHUI

+ SKILLS

- Design methods

- UX diagram
- Data analysis
- Concept sketching
- Journey mapping
- Illustration
- Motion graphic
- Wireframe
- Prototype
- Mockup
- User flow
- Storyboard
- 3D modeling

- Research

- User interviews
- Usability testings

+ AREAS OF EXPERTISE

Experienced in

- UI/UX design
- Web and App development
- Graphic design
- Branding design
- Content writing
- SEO advertising
- Project management
- Customer service
- WCAG

+ MULTILINGUAL

- NATIVE

- Cantonese

- FLUENT

- English
- Mandarin

+ WORK EXPERIENCE

■ UI/UX DESIGNER AND ASSISTANT PROJECT MANAGER (FREELANCE)

JUN - 2020
FEB - 2021

THE INVINCIBLES TECHNOLOGY LIMITED

- Actively participated in the Agile product development, contributed towards researching, conceptual design, prototyping, detailed visual design and user testing.
- Customized a coupon redemption ios app for organizations and shopping malls. The clear and simple process design helped to increase store sales by 20%
- Created an Online Booking System for a dancing studio to assist the sales team place appointment and saved Time by 50%.
- Continually worked to move projects to successful completion in line with the agreed timescales at desired quality and within budget. Provided weekly regular project updates to the key stakeholders.

■ MULTIMEDIA PRODUCT DESIGNER AND MARKETING ASSISTANT (PART-TIME)

SEP - 2019
MAY - 2020

ESQUEL ENTERPRISES LIMITED

- Assist with basic research for strategic planning. Assist the overall team by supporting a variety of marketing initiatives.
- Developed creative content for internal e-learning course by using Vyond, After Effects and Final Cut Pro.
- Produced motion graphic designs and animations for advertising marketing use.
- Designed mascot characters for internal products.

■ GRAPHIC DESIGNER AND E-CARD ANIMATOR (INTERNSHIP)

JUN - 2019
SEP - 2019

HONG KONG GOVERNMENT RATING AND VALUATION DEPARTMENT

- Designed the layout and visual elements for the Hong Kong Annual Summary and Hong Kong Property Review Booklet.
- Animated the Christmas e-card and Chinese New Year e-card by using Adobe Animate CC.