KATHERINE CHUI

UI/UX + MULTIMEDIA DESIGNER

Crafting intuitive, visually engaging digital experiences across web, mobile, and multimedia platforms

Toronto, ON · Open to Remote (Canada / US) | cherbtin528@gmail.com | 🔗 katherinechui.com

UI/UX & Visual Designer with 5 + years of experience shaping user-centred digital products for government, community, and commercial clients. Skilled in UX research, interaction design, prototyping, and front-end collaboration, with a strong foundation in brand and social media visual design. Able to execute creative ideas to help clients problem-solve.

TECHNICAL SKILLS

Figma	Motion Design	Responsive Design	UX Research	AI communications
Adobe XD	Visual Design	Wireframe	Usability testings	After Effects
llustrator	Canva	Prototyping	HTML / CSS	Vyond
Photoshop	Miro	User flow	WordPress	Final Cut Pro
Indesign	Microsoft Office	Accessibility	SEO advertising	Adobe Express

PROFESSIONAL EXPERIENCE

AECOM Canada Limited | Multimedia and UI/UX Designer ll   **Jul 2023 – Nov 2025**

- Experienced in designing and delivering **end-to-end UI/UX solutions** for large-scale public sector and government platforms, including Bradford Bypass, Highway 413, and several Ontario Ministry of Transportation (MTO) websites. Known for translating detailed project requirements into intuitive, accessible, and visually consistent digital experiences that meet strict government standards.
- **Designed and prototyped full UI/UX systems in Figma**, with layouts later adopted as design references for future MTO projects due to **positive client feedback**.
- Led the Highway 410 interface design, which required no revisions after submission, demonstrating clear alignment with user needs and project expectations.
- Built a **mobile-first, low-bandwidth community site** for Martin Falls First Nation, tailored for northern access conditions and improved usability.
- Implemented front-end designs through WordPress, HTML, and CSS, i**mproving site load time and mobile engagement**.
- **Mentored** a junior team member on using WordPress for project website maintenance and updates, fostering skill development and workflow efficiency.
- Produced **town-planning proposals, maps, presentations, and outreach materials** to support cross-regional communication and **public engagement**.
- Enhanced the **readability and visual appeal** of official government documents, ensuring **accessibility across both digital and print formats**.
- Creating social media updates and maintaining website announcements for seasonal promotions.

PROFESSIONAL EXPERIENCE

Skycover Technology Limited | UI/UX Designer & Project Manager   **Oct 2021 – Oct 2022**

- Designed and launched a poker **gaming platform**, leading the **end-to-end product design process** — from **UX research and wireframing to interface design, prototyping, and motion graphics**.
- Developed end-to-end ordering flow and visual system for a restaurant web app, optimizing the **user journey** to increase conversion and **improve customer experience**.
- **Collaborated with developers** to deliver **responsive UI** and motion-based prototype interactions.
- Supported **client proposals, quotations, and usability testing** for a school management platform.

New Imedia Solutions Limited | Web & Digital Designer   **Jan 2021 – Sep 2021**

- Conducted UX research on buyer motivations to improve **purchase journeys**.
- Redesigned company websites with a **mobile-first system**, increasing user satisfaction by over 40 %, conversion by 68 %, and **reducing bounce rate** by 35 %.
- Co-developed multilingual business and e-commerce sites following **SEO** best practices, **improving 8 % hit-rate rise** and 30 % sales growth.
- Produced **CRM** and email marketing materials via Mailchimp and collaborated with the sales team on **illustrations and social content.**

The Invincibles Technology Limited | **Jun 2020 – Feb 2021**
UI/UX Designer & Assistant Project Manager (Freelance)

- Contributed to Agile product development through research, wireframing, prototyping, and user testing.
- Designed a coupon-redemption **iOS app** that **increased retail sales by 20 %**.
- Built an **online booking system** for a dance studio, **cutting admin time by 50 %**.
- Supported project delivery **within budget** and timeline while maintaining quality standards.

Hong Kong Government – Rating & Valuation Department | **Jun 2019 – Sep 2019**
Graphic Designer & Animator (Intern)

- Designed layouts for the Hong Kong Annual Summary and Property Review Booklet to enhance clarity and readability.
- Animated festive **e-cards** (Christmas & Lunar New Year) using Adobe Animate CC for city-wide distribution.
- Created motion graphics and **e-learning videos** using Vyond, After Effects and Final Cut Pro.

EDUCATION

Bachelor of Arts - Creative Media   **2016 - 2020**
City University, Hong Kong
- Specialization: Interaction Design, Theory of Art, and Cross-Media Studies
- Developed a strong foundation in critical and creative thinking, user-centered design methodologies, and digital storytelling across multiple media platforms.

ADDITIONAL INFORMATION

- **Languages:** English, Cantonese, Mandarin.
- **Awards/Activities:** Volunteered with the "Cantonese Is Fun" organization to help stallholders run interactive games for children and their parents.