# KATHERINE CHUI

## PRODUCT DESIGNER

User-Centred Digital Design • Design Systems • Accessibility • Responsive

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Product Designer with 5+ years of experience designing large-scale, information-heavy digital platforms. Specialized in user-focused UI/UX design systems, responsive layouts, and accessibility to help users understand complex information and make informed decisions. Experienced in collaborating with product managers, engineers, and cross-functional teams to translate requirements into intuitive web and application experiences that improve usability and workflow efficiency.

## SKILLS

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| Figma | WordPress | Site Map | Accessibility (WCAG) | Digital marketing |
| Adobe XD | HTML / CSS | Wireframe | Usability testings | Generative AI |
| Ilustrator | Miro | Prototyping | SEO advertising | Adobe Express |
| Photoshop | Motion Design | User flow | Visual Storytelling | Cross-Functional |
| Indesign | Visual Design | UX Research | Responsive Design | Collaboration |

## PROFESSIONAL EXPERIENCE

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

- Experienced in designing **end-to-end public-facing webpages** for **large-scale public sector and government programs**, including Bradford Bypass, Highway 413, and MTO platforms. Consistently **delivering clear, accessible UI using established brand guidelines and modular web components**.
- Collaborated closely with **UX, content teams, product managers, developers**, and regional stakeholders to **translate** complex engineering and communications content into intuitive layouts.
- **Designed and prototyped complete UI/UX systems in Figma**, with layouts adopted as visual standards for future MTO projects following **positive client feedback**.
- Delivered responsive, accessible designs that adhered to **WCAG standards** and supported **fast-paced production updates**, ensuring **visual consistency** across multiple platforms.
- Conducted **UX research** and leveraged **Google Analytics insights** to evaluate **user behaviour**, identify usability issues, and guide design improvements.
- Built a **mobile-first, low-bandwidth community website** for Martin Falls First Nation using modular page patterns, implementing front-end UI with **WordPress, HTML, and CSS** to **improve performance, usability, and mobile engagement** for users with limited connectivity**.**
- **Presented work regularly in design reviews**, confidently **articulated design decisions to non-technical stakeholders**, and partnered closely with developers and project managers to maintain consistency across evolving requirements.
- **Produced supporting digital assets**, including maps, **outreach materials**, **social updates**, and public-facing documents, ensuring alignment with brand guidelines and web content.
- Integrated **AI-assisted design and Generative AI tools** to accelerate wireframe exploration, generate visuals, and experiment with animation effects, expanding design options in early-stage projects.
- **Mentored** junior teammates on CMS workflows, layout patterns, and design-system usage to strengthen production quality and team efficiency.

## PROFESSIONAL EXPERIENCE

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

- Led **end-to-end responsive product design** for gaming and restaurant web platforms, from **UX research, user journeys, and wireframing to interface design, prototyping, and motion.**
- Created **UI mockups** using design systems, reusable components, and consistent interaction patterns, translating user and business needs into clean layouts and enabling smooth developer handoff.
- Collaborated with **developers and content teams** in an **Agile environment** to deliver pixel-perfect, user-centred interfaces aligned with **technical constraints, accessibility standards, and brand guidelines.**
- Built **high-fidelity prototypes** with motion and interaction patterns to clearly communicate design intent during stakeholder reviews and **articulate design decisions with confidence**.
- **Supported client pitches, requirements definition, and usability testing** to validate UI decisions and improve overall customer experience.

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

- Redesigned multiple **customer-facing company websites** with a **mobile-first system**, increasing user satisfaction by over 40 %, conversion by 68 %, and reducing bounce rate by 35 %.
- Developed **multilingual** business and e-commerce sites following **SEO best practices,** directly applicable to dot-com and marketing webpage production, improving 8 % hit-rate.
- Conducted **UX research** on buyer motivations to **improve purchase journeys**.
- Collaborated with **sales and marketing teams** to produce cohesive cross-channel experiences, including **CRM emails, illustrations, and promotional web content**.

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

- Contributed to **Agile product development** by partnering with product owners and developers, clearly communicating design decisions and ensuring alignment across iterations.
- Delivered **eBenefit coupon-redemption SaaS application** that **improved retail sales by 20 %** and an **online booking system** for a dance studio that **reduced admin time by 50 %**.

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

- Designed clear, visually consistent layouts for public-facing government publications (Annual Summary and Property Review Booklet), improving **readability and accessibility**.
- Produced motion graphics and digital content, like festive **e-cards** (Christmas and Lunar New Year)  to support **city-wide communication**, ensuring alignment with brand standards and clear content delivery.

## 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-centred design methodologies, and digital storytelling across multiple media platforms.

## ADDITIONAL INFORMATION

**Languages:** English, Cantonese, Mandarin.