KATHERINE CHUI

UI/UX DESIGNER

User-Centred Design • Wireframing • Prototyping • Accessibility

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UI/UX Designer with 5+ years of experience creating user-centred digital experiences across public-sector, B2B, and e-commerce environments. Skilled in translating complex requirements into clear user flows, intuitive interfaces, and interactive Figma prototypes. Experienced in information architecture, responsive design, accessibility, and UX analytics, with a strong foundation in both design and implementation. Interested in building thoughtful digital products through collaboration, research, and iterative design.

PROFESSIONAL EXPERIENCE

Paisley Products | Web & UX Designer **August 2026 – Present**

- Analyze website performance and user behaviour using Google Analytics 4 (GA4) to identify engagement patterns, usability issues, and opportunities to improve the e-commerce experience.
- Evaluate website navigation, content structure, and user journeys, developing recommendations to improve product discovery and usability.
- Implement website UI and layout improvements using HTML and CSS within the Sana Commerce platform, balancing user needs, business requirements, and technical constraints.
- Design user feedback questionnaires and conduct customer discovery interviews through email and phone outreach to understand customer needs, website experiences, and purchasing behaviour.
- Document and organize interview findings in an Excel-based CRM system to track user interactions, follow-ups, and feedback for future analysis.
- Manage daily website updates and maintenance, implementing ongoing content, layout, and UI improvements to keep the website accurate and up to date.

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

- Designed user-centred digital experiences for public-sector and infrastructure projects, including Highway 413, Bradford Bypass, and Ministry of Transportation of Ontario (MTO) platforms.
- Developed information architecture, sitemaps, user flows, and responsive page structures to organize complex information and improve content discoverability.
- Created wireframes, interactive Figma prototypes, and reusable UI components to communicate design concepts and maintain consistency across digital platforms.
- Designed a mobile-first, low-bandwidth WordPress website for Martin Falls First Nation, adapting navigation and layouts to community needs and technical constraints.
- Collaborated with product managers, developers, content teams, and regional stakeholders to translate project requirements and feedback into practical design solutions.
- Applied WCAG and AODA accessibility considerations to create inclusive, responsive experiences across devices and screen sizes.
- Used Google Analytics insights and stakeholder feedback to identify engagement patterns and inform website improvements.
- Supported design reviews, pre-launch QA, and iterative refinements while maintaining alignment with project requirements and brand guidelines.
- Used AI-assisted design tools to explore wireframe concepts, accelerate visual exploration, and streamline repetitive design tasks.

PROFESSIONAL EXPERIENCE

Skycover Technology Limited | UI/UX Designer & Product Lead **Oct 2021 – Oct 2022**

- Led product design for gaming and restaurant platforms in an Agile environment, covering user flows, wireframing, UI design, and prototyping.
- Reviewed client materials and market information to understand product requirements and guide design decisions.
- Contributed to feature planning, product requirements, and roadmap discussions, aligning design solutions with business objectives.
- Created reusable UI components and high-fidelity prototypes to demonstrate interactions and support developer handoff.
- Conducted internal design reviews and QA, refining interfaces based on team feedback and technical requirements.

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

- Redesigned multiple customer-facing company websites with a mobile-first approach, increasing user satisfaction by over 40%, conversion by 68%, and reducing bounce rate by 35%.
- Developed multilingual, inclusive-design-focused business and e-commerce sites, leveraging bilingual content strategies to enhance accessibility and user engagement, resulting in an 8% increase in 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 – Dec 2020**
UI/UX Designer & Assistant Project Manager

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

TECHNICAL SKILLS

UX & Product Design: Information Architecture, User Flows, User Journey Mapping, Wireframing, Interactive Prototyping, Responsive UI Design, Interaction Design, Usability Improvements
Research & Analytics: User Interviews, User Journey Mapping, UX Research, Qualitative Research, Secondary Research, Google Analytics 4 (GA4), User Behaviour Analysis, Data-Informed Design
Design & Accessibility: Figma, Adobe XD, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects), Miro, Design Systems, Reusable Components, WCAG, AODA
Technical & Collaboration: HTML, CSS, WordPress, Shopify, Sana Commerce, CMS Workflows, Developer Handoff, Agile Workflows, Cross-Functional Collaboration, Stakeholder Presentations, Design Reviews, QA
AI & Emerging Tools: Claude, ChatGPT, Adobe Generative AI, Cursor, AI-Assisted Design

EDUCATION

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

- Specialization: Interaction Design, Theory of Art, Cross-Media Studies
- Built strong foundations in user-centred design, digital storytelling, and cross-platform interactive design.

ADDITIONAL INFORMATION

Languages: English, Cantonese, Mandarin.
Certificates: WES, UX Foundations: Usability Testing | Figma: Animating Prototypes | ChatGPT for Web Developers | AI in Digital Marketing | Google AI for App Building: Vibe Coding | Google AI for Researching and Data Analysis