Jeffery Hung

User Experience Designer

PORTFOLIO

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CONTACT

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SUMMARY

A mid-weight UX Designer with 6 years of experience in digital agencies. Majored in Business Information Management made me unique in that familiar with the software development life cycle and communicate effectively with developers, project managers and stakeholders. Up-to-date knowledge of UX research method and UI design trending.

WORK EXPERIENCE

AXA China Region Insurance Company Limited, Senior Design Analyst
Jul 2021 - Jul 2022, Hong Kong

- Assisted in conducting user interviews and workshops and transformed data into a report with actionable items
- Compiled findings from google analytics and competitor comparison into a UX audit report for the current website and funnel.
- Performed regular audits on the design system (Hong Kong section) to keep tabs on the latest changes in line with business scenarios, brand guidelines and requirements.
- Translated business requirements into user flows, wireframes, mockups and prototypes from business team and client feedback.

GreenTomato, Senior UI/UX Designer
Feb 2021 - Jul 2021, Hong Kong

- Translated concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Worked closely with the bank team to create user stories based on the findings and project requirements.
- Assisted in conducting user interviews, usability testing, and accessibility concerns to facilitate insights generation.
- Delivered user journeys, site maps, wireframes, prototypes, mockups and acceptance criteria used to build interfaces for web and mobile applications.

Motherapp, UX Designer
Apr 2019- Feb 2021, Hong Kong

- Responsible for designing of web and app for both consulting projects and internal products.
- Conducted user interviews and usability testing to gather feedback for the products.
- Built user story map to conceptualize designs to accurately convey project plans to clients and senior management
- Built design system and UI components from the ground on Figma, including colour theme, font style.
- Translated concepts into user flows, IA, wireframes, mockups and prototypes that lead to intuitive user experiences.

HITA Group, UX / UI Designer
Dec 2016 - Nov 2018, Hong Kong

- Gathered requirements from clients and stakeholders and conducted user interviews to discover user needs.
- Translated raw business requirements into wireframes, user flows, wireframes and concept designs.
- Ideated, produced and presented project deliverables such as screen mock-ups and clickable prototypes. to demonstrate features for projects.
- Designed visual assets for Web and App from wireframes and delivered final design production-ready assets for development.

ipulse design, UX / UI Designer
May 2016 - Dec 2016, Hong Kong

- Gathered requirements and translated concepts into wireframes that lead to intuitive user experiences.
- Communicated design concepts through user flow, storyboards, wireframes, site maps with team and clients.
- Took charge of front-end development using tools including HTML, CSS, Bootstrap.
- Illustrated new website structure by demonstrating site-map and high fidelity wireframes.

HSBC, Analyst Developer

Jul 2015 - Nov 2015, Hong Kong

- Created visual prototype of the online widget.
- Developed online banking widget for displaying stock information by using Dojo.js.
- Performed continual improvement with Agile Methodology.
- Prepared unit test of the online widget to improve the quality of the code and identify the bug at the early stage.

EMC Information Technology R&D Co.Ltd, Cloud Evangelist (Internship)

Jun 2014 - Aug 2014, Shanghai

- Researched and reported on China automotive market.
- Designed mockups for website layout and created final web and mobile assets.
- Defined navigation, user workflows and layouts focusing on usability.
- Conducted interviews with end-users and translated user habits and expectations to the new design.
- Analyzed and formatted data from different dealer for easy visualization.

EDUCATION

Dipolma Programme in Graphic Design, CUSCS

Jul 2016 - Jan 2018

BBA in Information Management (Hons), City University of Hong Kong

Sep 2012 - May 2015

- Second upper class honours
- Key course concept : Information Products and Services Design, UID, Prototyping & Evaluation, E-commerce for Web Design, Online service managment and Information Systems Construction.

AWARDS

Hong Kong Social Enterprise Challenge 2012 (Award for .HK Online Presence)

Mar 2013

- Designed a beautiful and user-friendly website for Mansyun Assocaition.
- Developed backend system to update news for the organization.

SKILLS

Design Skills

- Low to High Fidelity Design and Prototyping
- User Research
- Wireframing
- Usability Testing
- User Journey Map
- Information Architecture

Markup Languages

- HTML
- CSS

Tools

- Figma
- Sketch
- Adobe XD
- Optimalworkshop
- Zeplin
- Adobe Illustrator
- Photoshop

Language

- English (Fluent)
- Cantonese (Native)
- Mandarin (Fluent)