

Jeffery Hung

User Experience Designer

<https://jefferyhung.zdip.app> jefferyhtc@gmail.com [hk.linkedin.com/in/jefferyhtc](https://www.linkedin.com/in/jefferyhtc)

SUMMARY

With over 8 years of experience as a Senior UX Designer, specializing in creating user-centric designs for digital products, my expertise includes user research, wireframing, and usability testing, with proficiency in tools like Figma. Collaborating closely with Product Managers, Developers, UX Writers, and stakeholders, I deliver compelling user interfaces that enhance user experience. Passionate about translating complex requirements into simple, effective solutions, and driven by a desire to continuously improve user experiences. In a previous role, successfully improved conversion rates by 20% through iterative design and testing. Eager to join a forward-thinking team where innovative UX solutions can be contributed.

WORK EXPERIENCE

Buy&Ship, Senior UX/UI Designer

Oct 2022 - Jun 2024

- Conducted user research and usability testing to understand user needs, pain points and using insights to create actionable design solutions.
- Created detailed wireframes, prototypes, and high-fidelity mockups to effectively communicate design ideas and concepts.
- Created and maintained a design system to streamline design processes, ensure consistency, and enhance collaboration across teams.
- Collaborated closely with Product Managers, Developers, UX Writers, and other stakeholders to ensure seamless integration of design elements into the final product.
- Mentored junior designers and provided guidance on best practices in UX and UI design.

AXA China Region Insurance Company Limited, Senior Design Analyst

Jul 2021 - Jul 2022

- 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

- 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

- 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.
- 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

- 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

- 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

- 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.

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

- Upper Second Class Honours
 - Key course concept : Information Products and Services Design, UID, Prototyping & Evaluation, E-commerce for Web Design, Online service management and Information Systems Construction.
-

AWARDS

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

Mar 2013

- Designed and developed a beautiful and user-friendly website for Mansyun Association, including a backend system for updating news.

SKILLS

Design Skills & Markup Language

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

Tools

- Figma
- Optimalworkshop & Treejack
- Framer
- Origami Studio
- Google Analytics
- Lottie File

Language

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