



BIE CHOW W.S.

User Experience and Interface Designer | Branding Designer

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Personal Information

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Location Sai Ying Pun, HK

Link www.agycreative.net

Language

Cantonese

English

Mandarin

Education

2012-2013 Bachelor Degree

Birmingham City University

BA (Hons) Visual Communication

(Graphic Communication)

2010-2012 Higher Diploma

Hong Kong Design Institute

Advertising Design

(Dept. of Communication Design and Digital Media)

Certifications

2019 UX Design Certification

Xccelerate

Credential ID 14390963

2019 Membership Certificate

The Interaction Design Foundation

Credential ID 58516

Design Skills

Design Software

Sketch

Zeplin

Adobe XD

Illustrator

Photoshop

After Effect

InVision

Flinto

InDesign

Design Abilities

User Experience Design (UX)

User Interface Design (UI)

Graphics Design

Branding Design

Advertising Design

Illustration

Other Skills

Project Management Methodologies

Scrum

Kanban

Waterfall

KPI

Other Software

Trello, Jira, Keynote, iMovie, Microsoft Office

Work Experience

Jun 2020 - Present

● **SmarTone Mobile Communications Holdings Limited**
User Experience Supervisor

- Ensure best practice user-centered UI/UX design
- Work closely with the product owner and stakeholders to clarify the business requirements and the development plan
- Provide related improvement suggestion and solution, base on GA / User research
- Consolidate the UX flow and spec to lead the UI designers to translate the concept into the interface
- Work closely with developers/Vendors to ensure the design valid to develop
- Check the User flow and UI on UAT built

Oct 2018 - Jun 2020

● **Sourcibo (International) Limited**
Senior UI/UX Designer

- Product and UI/UX design
- Re-Branding design
- Restructure Company Design System
- Manage and provide guidance to junior designer
- Design planning, Product management, regular meeting with teammates
- Enhance product design through potential users' comments collected from Sales Team
- Product Brainstorming with company core members

Nov 2017 - Aug 2018

● **Green Tomato Limited** (Digital Solution co.)
Senior UX/UI Designer

- Mobile Application (iOS and Android) and Web design **Base at Company**
- Web design **On-site project at BOCHK (Scrum)**
- UX and Art direction design
- Project Pitching, Creative Thinking
- Project planning, Project management, regular catchup with clients, etc.
- Guide junior designers
- Acceptance Criteria certification and classify comments for teammates to work

Dec 2015 - Oct 2017

● **Green Tomato Limited** (Digital Solution co.)
UI Designer

- Mobile Application (iOS and Android) and Web design **Base at Company**
- Mobile Application design **On-site project st HSBC (Scrum)**
- UX / UI design and prototyping
- Work closely with developers and provide feedback and material for implementation
- Work closely with Product Owner and Business Analyst to collect requirements

Sept 2013 - Oct 2015

● **Bluero Limited** (Digital Solution co.)
Graphic Designer

- Web UI / UX design
- Branding and Graphic design
- Marketing materials design