HEI MAN LO, NORA
盧希汶

| Areas of Expertise

. Design

Interaction flow map
Information Architecture
Wireframe
Prototyping
Usability testing
Collaboration

. Tools

Figma
Sketch
Photoshop
Illustrator
HTML5
CSS3

. Language

Cantonese
English
Japanese
Mandarin

| Profile

UX / UI Designer with 8 years of working experience. Experienced in designing web and app wireframe, mockup and prototype to achieve business goal. Able to incorporate requirement from users & developers and overcoming barriers to communication.

| Experience

Hutchison Telecommunications (Hong Kong) Ltd.
Senior UX Designer
May 2020 - Feb 2023

Worked with business user and team to maintain balance between user-centered design for app & web, translating company goals and objectives into digital experiences and meeting a given time frame for digital transformation project. Involved in customer facing UIUX (DIY Prepaid SIM, SoSIM, 5G postpaid) & internal portals (sales portal, customer relationship management).

. Duties

- Collaborate and work close with developers and business users. Open to feedback and incorporate ideas from different parties.

- Create wireframes / UI prototypes and create pioneer prototype to conduct usability test before passing it to development in order to minimize back and forth correction of critical flow.

- Provide organized design system to maintain consistent UI & UX throughout design and provide reusability for front end development.

AsiaHub Consulting Ltd.
- **Senior UI / UX Designer**
  August 2019 - May 2020
- **UI / UX Designer**
  March 2019 - July 2019

  As a vendor for Tech Mahindra, an Indian multinational company, worked on Hutchison Telecommunications involving inter digital transformation project. Worked with project teams to create user-friendly and appealing app and web interfaces for users.

. Duties

- Gathered requirement, design for prototype app and web for a contract free SIM platform (mobileonline.hk)

- Took ownership of App UX Doc. Applied business objectives into concepts and delivered high quality design docs: user flows, wireframes, mockups.

- Made adjustments to mock-ups as necessary to address problems encountered by business users and developers.

- Coded some front end programming (HTML 5, CSS, JavaScript) to build actual web based prototype.

SHIP Hong Kong LTD.
Senior Web Designer
September 2017 - January 2019

After working 3 years in Japan, continued to provide web design for head office in Japan remotely and complicated tasks on a tight timeframe with constant, effective communication with team members in Japan.

■ **Duties**

- Created web site designs for all platforms that are user-friendly, effective and appealing

- Created website layout/user interfaces by using HTML5 and CSS3 practices

- Produced optimized web content that was relevant to targeted customers in Japanese

- Communicated with remote team in Japan, such as engineering team and department head, by using email, video conferencing, and instant messaging to effectively and efficiently share information

SHIP Inc., stationed at Tokyo
Junior Web Designer - Senior Web Designer
September 2014 - September 2017

| Education

The Chinese University of Hong Kong, Hong Kong
September 2011 - June 2014

BA of Japanese Studies

| Portfolio

https://nora-l.com/

| References

Available on request