

Sophia, TSE Mo Yin

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- Summary**
- ✓ Bachelor Degree in Interactive Media
 - ✓ 5 years of leadership and project/product management
 - ✓ Expertise in e-commerce industry
 - ✓ Strong, demonstrated understanding of user-centered design methodology and responsive design
 - ✓ Highly creative, a great team player, self-motivated, and well organized person

Working Experience **New Age Technology (Asia) Limited** Jul / 2020 – Mar / 2023
Assistant E-Commerce Manager, Design Team

- Empower marketing team with digital support: social media, MTR, Google/Facebook ads
- Partner with vendors/IT to implement site functionality changes
- Utilize online sales data to forecast future sales and optimize ads/social marketing
- Manage website content and promotion campaigns, from visuals to functionality

GrowthSpot, Zero to One Greater China Dec / 2018 – Mar / 2020
Product and UX Manager

- As a founding member of GrowthSpot, contributed to the success of Growthspot.io (An AI digital ad management platform)
- Awarded 2020 year Appworks Program and Cyberport Funding
- Led end-to-end product lifecycle, from research to launch, including product and market research, competitor analysis, planning, positioning, product requirements and roadmap development, UAT plan and product launch

SHOPLINE Limited, Starling Lab Mar / 2016 – Nov / 2018
Senior User Experience Designer, Product Team

- Collaborate with PMs and engineers to gather and assess user requirements
- Create intuitive UI mockups and prototypes
- Partner with CS/AM teams to resolve UX issues
- Standardize design library

A.S.Watson Group (eLab) Dec / 2014 – Mar / 2016
User Experience Designer, eCommerical Team

- Contributed to Watsons Asia Website Template Project by researching, wireframing, and creating interactive prototypes for checkout and register enhancements

Hong Kong Economic Times Limited Sep / 2014 – Dec / 2014
Web Designer, User Experience Design Team

- Played a key role in HKET's website revamp, web app and fund search system project by defining problems, consolidating user requirements and creating wireframes

Asia Miles Jul / 2014 – Sep / 2014
Summer Internship (UX/UI Designer)

- Perform competitor analysis and provide valuable insights
- Foster discussions and support other UI/UX designers
- Craft workflow diagrams, innovative concepts, and detailed wireframes

Education **The Hong Kong Polytechnic University** 2012 – 2014
Bachelor of Arts (Hons) in Interactive Media

Community College of City University 2010 – 2012
Associate of Arts in Digital Visual Design

Skills Proficient in Adobe Photoshop, illustrator, InDesign, AfterEffect; Premier Pro; Canva
Prototype tools like Sketch; Figma; AdobeXD; Invision and Zeplin;
Familiar with Agile workflow and product management tools like Trello, Jira and Confluence

Licenses & Certifications Professional Scrum Master™ I (PSM I) Issued in Dec 2021
Google Ads Search Certification Issued in Mar 2022
Google Ads Video Certification
Google Shopping Ads Certification