

Sophia, TSE Mo Yin

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- Summary**
- ✓ Bachelor Degree in Interactive Media
 - ✓ Above 5 years design experience; 2 years leadership and 1 year product management experience
 - ✓ Strong, demonstrated understanding of user-centered design methodology and responsive design
 - ✓ Experienced in user experience, interactive design and e-commerce product design
 - ✓ Experienced user of Adobe Creative Suite, Sketch, Invision
 - ✓ Strong creative mind, good team member, self-motivated and well organized

Working Experience **GrowthSpot, Zero to One Greater China** Dec / 2018 – Mar / 2021
Product and UX Manager

- As a founding team member, successfully helped GrowthSpot to build product for raising fund (Appworks Program and Cyberport Funding)
- Conduct internal and external product analysis for deriving the right product solution and product strategy
- Assist in product design, UX and development cycle in line with the company strategy
- Drive and implement product development projects in timely basis

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

- Participated in revamping features & developing projects, from research to layout, working closely with project managers, engineers, and founders
- Discuss and enhance the development flow with other team leaders; create and maintain Brand Design Guideline

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

- Participated in Watsons Asia Website Template Project; Checkout & Register Enhancement
- Role in research, create wireframes, interactive prototype and design guideline

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

- Participated in HKET website revamp, new channel web app and fund search system project, role in defining problems and user requirement, creating documents and wireframes

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

- Help with competitor analysis, provide comments & recommendation, facilitate discussions
- Supporting other UI/UX designers and help create workflow diagram, concepts and wireframes

The Hong Kong Government Education Bureau Jun / 2012 – Sep / 2012
Summer Internship (Special Education Needs Section)

- Assisted in holding joint-school activities for special need students with learning disabilities
- Designed and created teaching materials and provided clerical support

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 Extensive experience of using Adobe Photoshop, illustrator, InDesign; Sketch; Axure; Prototype tools like Invision and Zeplin;
Familiar with Agile workflow and product management tools like Trello and Jira

Availability Immediately