

# Lee Yan Wa, Elva

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<https://www.elvaleeux.com>

Professional Experience	<b>Assistant UI UX Manager</b> <b>Hang Seng Bank, HSBC Group</b> <ul style="list-style-type: none"><li>• Design and facilitate both physical and virtual UX workshop for internal parties</li><li>• Handle UIUX and governing design system for Hang Seng e-banking mobile app, website and partnership projects</li><li>• Hands-on UIUX project and product revamp</li><li>• Provide UX consulting for partners</li></ul> <b>Involved Product:</b> <b>e-Banking mobile app and website, Partnership fintech project</b>	June 2021 - Present
	<b>Senior UI / UX Designer</b> <b>CryptoBLK Limited</b> <ul style="list-style-type: none"><li>• Blockchain technology startup, which aims to revolutionize the IT systems of the global financial services industry using Cryptography and Blockchain technologies</li><li>• Blockchain solution product: CBDC, Trade Finance, Blockchain documentation and monitoring tool</li><li>• Leading the UX team to understand user behavior and implement ideas that reach design-business alignment</li><li>• Design and facilitate UX workshop to internal teams and client</li><li>• Restructuring Ux workflow and design document for smooth communication with multiple team</li></ul> <b>Involved Product:</b> <b>CBDC Thailand, JUCC, STO, Atlas Elite, Cerberus</b>	Oct 2020 - May 2021
	<b>Senior UX &amp; Design Specialist</b> <b>UX &amp; Design Specialist</b> <b>eLab, A.S.Watson Group</b> <ul style="list-style-type: none"><li>• Leading the UX team to work with different projects and balancing customer expectations and business needs</li><li>• Involve on B2B, B2C, Omni-channel related project, including responsive website and App</li><li>• Conduct UX workshop in different projects</li><li>• Gather, evaluate and analyze user requirements (by google analytics, heatmap, visitor recording, focus group, user interview, usability test, A/B test etc.), translate concepts into sitemap, wireframes, mockups and layouts</li><li>• Standardize design workflow and documentation for smooth communication between Management, Business Units, SEO Team, Development Team and others functional teams</li></ul>	Jan 2020 - Sep 2020 Jan 2018 - Dec 2019

**Involved BU:**

Watsons, Watsons Health, Watsons Wine, Fortress, MoneyBack,  
PARKnSHOP

**UX UI Designer**

Sep 2016 - Sep 2017

**UX UI Design Intern**

Jun 2015 - Aug 2016

**Innovation and Enterprise Technology,****DBS Bank (Hong Kong) Limited**

- Gather, evaluate and analyze user requirements through field studies, survey, card sort
- Designing graphical user-interfaces, responsive website and app layouts, interactive eDMs, and banner ads
- Providing presentation and promotion materials — video, advertisement, and props
- Front-end web implementation with HTML5 and CSS
- Working closely with developers

**Designer ( Part time )**

Jun 2014 - Aug 2014

**Design team, V-care Asia Limited**

- Conducting online and offline event planning
- Designing product packaging and labeling
- Providing promotional materials — product catalogues, props, Facebook posts, newspaper advertisement, and trade conference booth
- Front-end web implementation with HTML5 and CSS
- Working closely with the marketing and sales team

**Design Intern**

Aug 2013 - Aug 2013

**Creative team, D'art Research Unit**

- Designing the company website and promotion materials — print ads, catalogue, and webpage
- Planning of promotional and community events
- Front-end web implementation — HTML5, and CSS

**Education****The Hong Kong Polytechnic University**

Sep 2014 - May 2016

Bachelor of Arts (Honours) in Applied and Media Arts

**Hong Kong Design Institute**

Sep 2012 - May 2014

Higher Diploma in Advertising Design

**Honors and Awards**

Beyond Time — Annual Exhibition of Students' Work 2016

2016

Bachelor of Arts (Hons) in Applied and Media Arts , HKPU

**K11 | The Hong Kong Polytechnic University**

- One of the Best Final Year Project

Creative Design Workshop,

2013

**Hong Kong Association of Interactive Marketing**

- Attended the workshop on behalf of the school

**Languages**

Native Cantonese; Proficient in English and Mandarin

**Skills & Tools** Figma, Sketch, Zeplin, InVision, Hotjar, Google Analytics,  
Adobe Creative Suite (Illustrator, Photoshop, Premiere, After Effect, Indesign,  
Dreamweaver, Muse, Experience Design), Final Cut Pro, HTML5, CSS

User Experience, User Interface Design, Motion Graphic Design, Infographic  
Design, Web Design, Sitemap, Wireframe, Prototype, Persona, User Journey  
mapping, Usability Test,  
User interviews, Card Sorting