NGAI-YIK (LILIA) CHEUNG

UI/UX Designer | Allowed to work in the UK without sponsorship

Enthusiastic about synergising people, design, and business strategies, I excel in translating concepts into prototypes, culminating in the delivery of user-centric designs.

EDUCATION

City, University of London
MSc. Human-Computer Interaction Design   *Sep 2023 - Sep 2024 (Expected)*

Core modules include Interaction Design, Inclusive Design, Information Architecture, Research, Evaluating Interactive Systems, Data Visualisation, and Web Design.

The Hong Kong University of Science and Technology
B.B.A. Information Systems and Marketing   *Sep 2017 - Jun 2021*

Relevant modules include Business Applications Analysis and Design, Marketing Research, Programming, Technology and Innovation, and e-Business Management.

EXPERIENCE

NCS Group / Hong Kong
UI/UX Design Consultant   *Jul 2023 - Feb 2023*
Associate UI/UX Design Consultant   *Jun 2022 - Jun 2023*

- Led end-to-end design initiatives for diverse clients, spanning healthcare, insurance, and government sectors, delivering consumer-facing and internal tools.
- Conducted impactful user research, integrating insights into product strategies.
- Designed comprehensive user flows, wireframes, and prototypes, exploring various design solutions and requirements.
- Delivered detailed design systems, streamlining client product maintenance and guiding design iterations effectively.
- Collaborated seamlessly with cross-regional teams in Hong Kong and Singapore.
- Accelerated the design process, crafting elegant mobile app flows and interaction for a premium healthcare organisation within a tight 3-month deadline.
- Presented winning design consultation proposals for banking, shopping malls, and airport experiences, contributed to the success of 3 tender awards.

Goodtakes Ltd. / Hong Kong
Product UX/UI Designer   *Jan 2022 - May 2022*

- Spearheaded the design of mobile applications, CMS dashboards, and websites, fostering collaboration with developers and product owners for seamless execution.
- Translated business requirements and user research findings into pivotal product decisions, shaping the direction of the products.
- Developed user flows, wireframes, prototypes, and presentations, effectively communicating concepts and designs to project teams and in funding competitions.

Shopee Pte. Ltd. / Hong Kong
E-commerce Internship   *Jul 2021 – Dec 2021*

- Analysed sellers' performance and collected feedback, providing actionable recommendations for an enhanced purchasing experience.
- Collaborated with internal teams across SEA markets, ensuring optimal exposure for cross-border sellers and products while aligning with local processes.
- Contributed to a local drugstore's success, achieving a 3x increase in monthly GMV.

L'Oréal / Hong Kong
Digital Marketing Internship - Kiehl's   *Jul 2019 – Dec 2019*

- Aided in digital projects and conducted User Acceptance Testings.
- Developed wireframes and mock-ups for campaign websites, promotional materials, and eDMs, ensuring alignment with the company's global design standards.
- Generated social media content and oversaw publication across Instagram, Facebook, significantly augmenting impressions and boosting engagement metrics.
- Collaborated seamlessly with cross-functional teams (marketing, media agencies, and digital vendors) toward the successful launch of 3 campaign websites.

PORTFOLIO

lilia-cheung.com

CONTACT

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ACHIEVEMENTS

2023 HKUST One Million Dollar Entrepreneurship Competition
Gold Award and Sustainability Impact Award

2022 Hong Kong Techathon
Champion (Social Impact and New Gen Tech)

CERTIFICATES

Microsoft
Analysing and Visualising Data with Microsoft Power BI

IBM
Enterprise Design Thinking Practitioner

California Institute of the Arts - Coursera
Completion of UI/UX Design Specialisation

SKILLS

Interaction Design
User Research
Persona
Sketching
Wireframing
Prototyping
Design System Building
Usability Testing
HTML
CSS
Web Development
VR Experience Design
Unity
Data Visualisation