

UX/UI DESIGNER

# Horace Lam

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PORTFOLIO

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Hong Kong

## PROFILE

A Hong Kong-based UX/UI Designer with 4+ years of experience specializing in creating user-focused digital products and branding for finance, blockchain, ERP, CMS, Cloud, mobile, and web design.

## WORK EXPERIENCE

UX/UI Designer | Jun 2023 - Present

### Nexplore (In-house MNC) | HOCHTIEF Group

Nexplore is a global software innovation and technology company translating the construction industry from the project business into digital solutions.

- Work as an in-house UX/UI designer in a Scrum development team.
- Design and manage 5 B2B products that aid in global construction project planning and management.
- Create optimal user experiences and align with brand identity through UI design, including user research, wireframes, mockups, prototypes, and design systems.
- Collaborated with developers and split testing, beta launch.

UX/UI Designer | Jul 2021 - Jan 2023

### ByteWave Technology (FinTech Startup)

ByteWave is a fintech startup that operates in an agile environment.

- Collaborated with a cross-functional team.
- Designed responsive B2C exchange products for web and mobile.
- Delivered wireframes, user flows, UI mockups, and promotional graphics.
- Created and managed design systems while also delivering 1,200+ screens.
- Identified and troubleshoot UI/UX problems (e.g. responsiveness, UAT, and interface errors).
- Experienced working remotely with a mainland-based development team.

Creative Designer | Jan 2019 - Jun 2021

### AnyMind Group (Agency)

AnyMind Group provides point-based end-to-end solutions for commerce enablement.

- Collaborated with the sales team and serviced 4+ clients, China Mobile, VTC, and HKU.
- Created mockups, wireframes, graphics, and marketing materials.

## EDUCATION

### The Hong Kong Polytechnic University

Environment and Interior Design BA (Hons) | Sep 2016 - Sep 2019

### Hong Kong Design Institute (HKDI)

Landscape Architecture HD (Credit) | Sep 2013 - Sep 2015

## DATE OF AVAILABILITY

One month

## SKILLS

Concept Development

User-story Mapping

User Journeys

User Research

Information Architecture

Low to High Fidelity Wireframes

Responsive Web

Interactive Prototyping

Design System Components

User Acceptance Testing

Art Direction & Digital Art

Landscape & Interior Design

## CERTIFICATIONS

Google UX Design Certificate

Coursera - issued Mar, 2022

## TOOLS

UI Design | Prototyping

Figma | Adobe XD

Illustration | Graphic Design

Adobe Illustrator

Image Editing

Adobe Photoshop

3D Design | Motion Graphic

Spline 3D | SketchUp

Project Management

Jira | Confluence | FigJam | Miro

## LANGUAGES

Cantonese

English

Mandarin