

JARED KO

UX/UI Designer

UX/UI designer in Hong Kong with experience in digital strategy and front-end development.

I aspire to create products that can improve the lives of people across all stages of the human experience.

CONTACT

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SKILLS

Business analysis
Heuristic evaluation
Competitive analysis
User interviews
User flows
Site mapping
Customer journey mapping
Wireframing
Usability testing
Prototyping

SOFTWARE

Figma
Miro
Photoshop
Ableton

EDUCATION

General Assembly
UX Design Immersive
March - May 2022

Boston University
**Bachelor of
Hospitality Administration**
2006 - 2010

LANGUAGES

English - Native
Cantonese - Native
Mandarin - Proficient

UX EXPERIENCE

UX/UI Designer · Shadow Factory 2023 - 2024 · Hong Kong

- Designed user flows for mobile applications and games, VR, and web-based 3D experiences.
- Created the wireframes, UI, and prototypes for their core SaaS product, Lucid; a metaverse builder for e-commerce, events, and communities.
- Adapted a design library for Lucid from an existing UI kit.
- Coordinated with web developers daily to ensure designs were implemented per design specifications.

UX Apprentice · General Assembly 2022

Project - Youngster.co

- Identified bottlenecks in the business' application process based on a heuristic analysis and user interviews with current youngsters.
- Developed an intuitive user flow that addresses current frustrations.
- Handed over high-fidelity mockups and a prototype of a more user-friendly application process that incorporates existing components and brand guidelines.

PREVIOUS WORK EXPERIENCE

Front-end Web Developer · Liana Technologies 2018 - 2022 · Hong Kong

- Built modules within our Content Management System using HTML, CSS, and Javascript.
- Designed email templates for clients using HTML and CSS.
- Facilitated training sessions of our tools for our clients.
- Responded to our client's queries within 12 hours.

Digital Strategist · Ogilvy & Mather 2011 - 2016 · Hong Kong

- Managed global communities across social media pages.
- Ideated and executed social media campaigns for global brands.
- Developed visual concepts and post copy for social media content.
- Coordinated with creatives, media agencies, graphic designers and video production teams.