

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.