

YANGIE CHUNG

UI / UX DESIGNER

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Hong Kong (Open to Remote Jobs)



[Linkedin.com/in/yangiechung/](https://www.linkedin.com/in/yangiechung/)



A UI/UX designer with a background in communications, marketing, and business. Experienced in translating business problems into well-made products and services. Skilled at empathizing with people and creating user-centric design solutions.

Portfolio: [Http://www.designwithyangie.com](http://www.designwithyangie.com)

EDUCATION

DESIGN CERTIFICATION //
UX DESIGN / UI FOR UX DESIGNERS
CareerFoundry, Online
2021 - 2022

MASTERS CERTIFICATE //
FASHION BUYING
Istituto Marongoni, London
Magna Cum Laude, 2009 – 2010

BACHELOR OF ARTS //
COMMUNICATIONS
University of Pennsylvania, Philadelphia
2004 - 2008

UI/UX SKILLS

Graphic design and illustration · UX
Research and Testing · UI/Interaction
Design · Design Thinking and Rapid
Prototyping · User Flows and Journey
Mapping · Information Architecture ·
Wireframing and Prototyping · Usability
Testing · Data Analysis and Visualization
· Workshop facilitation ·
Graphic facilitation + recording ·
Brand identity and logo design

TOOLS

Photoshop · Illustrator · InDesign ·
Affinity Designer · Procreate · Figma ·
Adobe XD · Marvel · Mural · Miro · Wix

EXPERTISE

Project Management
Stakeholder Management
Team Leadership
Retail Buying and Product Development
New Business Development

UI/UX DESIGN PROJECTS

OCTO+ // DIVING AND WEATHER APP
CareerFoundry Case study | Remote | 2021

- Used a user-centric design strategy and mobile-first approach to create a responsive web app for dive enthusiasts to access weather reports and research travel destinations on the go. Conducted user research, produced interactive prototypes, analyzed usability test results, and implemented feedback. Finalized a high-fidelity prototype complete with design guidelines and assets ready for developer handoff.

FITTED // FITNESS APP
CareerFoundry Case study | Remote | 2022

- Designed a fitness responsive web app by studying and translating user insights into feasible design decisions. Focused on the UI side of the project, particularly interaction design, onboarding animations and ensuring platform-wide consistency. Resulted in a mobile prototype with guidelines to support desktop and tablet interfaces.

WORK EXPERIENCE

DESIGNER & ILLUSTRATOR
Bite-Sized Doodles | Hong Kong | 2018 – Present

- Works with various clients with different goals that need help with articulating ideas and processes visually. Brings ideas to life through brainstorming, sketches, and storyboarding, resulting in unique illustrations and visual designs. Corporate clients include Lululemon, Toys 'R Us Asia, WHub, and HKYAF.

COMMUNICATIONS & CREATIVE LEAD @ EXPLORIUM HK
The Fung Group | Hong Kong | 2018 – 2021

- Streamlined inconsistent branding across physical and digital touchpoints. Spearheaded the design and implementation of brand design processes, guidelines, and methodologies to create brand cohesion and recognition
- Built Explorium HK's digital presence by developing the marketing and communication strategy. Established a consistent drum beat and increased engagement with the community across digital platforms.
- Collaborated with business units struggling to synchronize ideas and perspectives on the future. Ran workshops to identify pain points and rapid prototype ideas to solve relevant needs. Succeeded in creating a concrete vision and pinpointed actions for the team to execute.
- Brought structure to the team by organizing and directing projects from start to finish using project management and problem-solving skills. Led to faster decision making, increased efficiency in execution and improved processes that incorporated lessons learned.

LANGUAGES

MOTHER TONGUE
English

FLUENT
Cantonese and Mandarin

ELEMENTARY
French

EXPERIENCE

SENIOR MANAGER - MERCHANDISE MARKETING

Macy's China Limited | Hong Kong | 2016 – 2018

- Joined the Macy's China founding team to build brand awareness and generate sales on Alibaba's Tmall platform. Led Macy's first big marketing campaign for the 2016 Tmall 11:11 Global Shopping Festival gala, resulting in 100+ million views on TV and livestream and 22 million replays on YouKu.
- Bridged cultural differences between Macy's USA and Macy's China teams by identifying common goals, leveraging existing marketing campaigns, and establishing transparent work and approval processes. Higher collaboration between the teams led to a well-supported marketing strategy for the 2017 Alibaba Single's Day campaign, generating over 20 million views across multiple social media platforms whilst spending less marketing dollars.
- Furthered Macy's reach in the oversaturated Chinese retail market by spearheading PR initiatives and activating partnerships with agencies. Achieved ad values of over RMB 11.2 million across Fall 2017 campaigns.

MANAGEMENT ASSOCIATE, PROGRAM FOR MANAGEMENT DEVELOPMENT

Fung Group | Hong Kong | 2013 – 2015

- Selected from over 5000 applicants to be part of the PMD, a management program with a mission to manage high-potential talents for the development and succession of the Group's global business.
- Project #1: Spearheaded the China market entry strategy for an American retailer with over 25 stores and in 1000 + retailers worldwide. Determined the optimal business model by studying the business, logistical, legal and tax implications, and analyzing opportunities and risks. Customer gave the green light for Phase 2 of strategy development.
- Project #2: Consulted IT, stores, and warehouse stakeholders to establish the standard operating processes for key omni-channel initiatives, resulting in smoother logistical procedures and customer experience

ASSISTANT MANAGER and PROJECT COORDINATOR

Fung Retailing Group | Hong Kong | 2013 – 2015

- Facilitated in the development of the Macy's and Fung Retailing Group joint venture. Determined the optimal business model by visiting Tier 1, 2, and 3 cities in China to conduct market research and analyze opportunities and risks. Resulted in the formation of Macy's China.

RETAIL CONSULTING AND BUYING

Opal Guild Limited | Hong Kong | 2013 – 2015

Debenham's | London | 2010 – 2012

Bloomingdale's Inc. | New York | 2008 – 2009

- Launched a fashion fine jewelry ecommerce brand from scratch. Budgeted and managed outside agencies through the logo development process, brand identity creation, and packaging whilst building and maintaining the brand website on Wix. Successfully pitched and received funding from our OEM factory partner.
- Identified customer needs and filled product assortment gaps by researching market trends and competitors, analyzing sales, and working with vendors and product designers to develop desired product assortment. Created more effective buys with higher profit margins despite the tough economic downturn.