

UI/UX DESIGNER

# Jacqueline Lai

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## SKILLSET

User Research  
Wireframing / Prototyping  
Information Architecture  
UI Design  
User Centered Design  
Interaction Design  
Data Analysis  
Account Management  
Project Management  
Strategic Planning  
Basic HTML / CSS

## TOOLS

Sketch  
Figma  
Balsamiq  
InVision  
Webflow  
Krita  
Adobe After Effects  
Keynote  
Trello

## I'm focused on connecting research data and design solutions to increase product engagement and retention.

I have experience working with cross-functional teams across multiple timezones to uncover pain points, brainstorm concepts and develop strategies in an agile development process. With my effective communication and stakeholder management skills, I'm able to bridge the gap between business needs and user goals.

## MY PORTFOLIO

[jacquelai.design](http://jacquelai.design) →

## Experience

UI/UX DESIGNER (PART TIME) - DON'T OVERTHINK Mar. 2021 - Present

- Create sketches, wireframes, prototypes that align with different business strategies with user-centric solutions

UI/UX DESIGNER (FREELANCE) Nov. 2020 - Present

### Current Project:

1. Website design & development for a local startup company, Lab Aura
2. Website revamp for a local startup company, Chunks.AI

PROJECT MANAGER (OFFICE EXPERIENCE & CULTURE) – KLOOK Jun. 2019 - Sept. 2020

**Digital initiatives:** Website revamp, Zendesk Integration

**Process improvement:** Define business objectives with BU Heads. Work closely with cross-functional teams to facilitate workshops, document requirements, and ensure requirements are met through the design, development, and testing cycles of a project.

### Key Accomplishments:

- Successfully created SOPs, templates and manuals for the team which were non-existence before this
- Developed training program for the team to standardize workflows on operation

ACQUISITIONS SUPPORT MANAGER – ENCORE INFLIGHT LTD. Dec. 2018 - Jun. 2019

- Handle all matters related to licensing acquisition, renewal and preparation of related documents
- Coordinate with sales and marketing team on the monthly line-up

SENIOR PROGRAMMING EXECUTIVE – FOX NETWORKS GROUP ASIA Jan. 2014 - Dec. 2018

- **Work with designers, IT manager and product manager** on application development (Fox+)
- **Brand management** and Content Curation for Nat Geo People SEA (lifestyle TV channel)
- Formulate marketing and **social media strategies** for Nat Geo People SEA
- **Content acquisitions** for Nat Geo channels in APAC

## Education

UI/UX DESIGN – FLOWHACK Graduated 2020

MA IN COMMUNICATION – HONG KONG BAPTIST UNIVERSITY Graduated 2008

BA IN MEDIA & CULTURAL STUDIES – MIDDLESEX UNIVERSITY Graduated 2007