



# Agnes Mak

Passionate & visionary professional experienced in UX/UI, user research, prototyping, service design & strategic communications

Industries: government, startup, enterprise

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## EXPERIENCE

### Ontario Government

2023 - present

#### Senior User Experience Designer

- Lead re-engineered service design processes for internal tool for 400 registered users
- Lead feature improvement strategies for Ontario's Highway Corridor Management website
- Strategize and guide design workflow for 5 junior UX designers

### Cedulify, Canada

2022 - 2023

#### Lead User Experience Designer

- Led UX/product design, content strategy, user research, branding from 0 to 1
- Led user research & testing with over 20 testers, reduce bounce rate by 30%
- Managed 5 interns, supervise performance & speed up team operation by 70%

### AmelloYoga.com

2021 - 2023

#### Co-founder, Web Designer, Content Designer

- Led content design for website & digital marketing on Instagram of 1.3k following
- Increased conversion rate by 20%

### Hong Kong Government

2015 - 2021

#### Information Officer

- Created content, copywriting & publication materials to reach over 500m population
- Led research to analyze public opinions towards government policies
- Wrote bilingual press releases, managed press inquiries from 200+ media orgs worldwide
- Supervised 2 junior staff & guided projects from planning to execution

### TVB, Hong Kong

2012 - 2015

#### Corporate & Community Relations Officer

- Contributed to execute content strategies with an audience size of over 5.4m

## UX PROJECTS

### Cedulify (mobile & web app)

2023

#### Digital solution for mental health through mindful planning

Impacts: Reduced bounce rate by 30%, created design system, product design from 0-1

### MINGO (iOS app)

2022

#### Social networking app connecting like-minded immigrants

Impacts: Increased NPS by 50%, developed visual identity

### Brides' Project (desktop web)

2022

#### Web that sells donated wedding dresses to raise funds for fighting cancer

Impacts: Revamped website through heuristics evaluations, improved IA

## EDUCATION

### Interaction Design Foundation

2023

Certificate, AI for Designers

### BrainStation

2022

Diploma, User Experience Design

### University of Hong Kong

2011-2015

Bachelor's Degree: Education (Liberal Studies), Journalism & Media Studies (First Class Hon.) GPA: 3.7/4.0

## SKILLS

- Figma
- UX research
- Usability testing
- Rapid prototyping
- Wireframing
- Agile development
- Design system
- Google analytics
- Accessibility design