



Agnes Mak

Passionate & visionary professional experienced in UX/UI, user research, prototyping, service design, strategic communications and artificial intelligence
Industries: public sector, startup, enterprise

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EXPERIENCE

**Ontario Government,
Canada**
2023 - present

Senior User Experience Designer & Product Manager

- Lead re-engineered design for data representation tool for 400 registered users
- Lead accessibility initiatives for Ontario's Highway Corridor Management website
- Advise clients on dashboard designs leveraging AI tools e.g. PowerAutomate & PowerBI

**Cedulify,
Canada**
2022 - 2023

Lead User Experience Designer

- Led UX design, visual identity, content strategy, user research & branding from 0 to 1
- Led user research & testing with over 20 testers, reduce bounce rate by 30%
- Managed 5 junior designers, supervised performance & team operation against KPIs

Amello Yoga
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 and compiled reports to analyze data & insights on 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

**Oxford University Saïd
Business School**
2024

Executive Diploma, Artificial Intelligence for Business

**Interaction Design
Foundation**
2023

Certificate, AI for Designers (Distinction, Top 10% in Class)

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 / Adobe XD
- UX research
- Usability testing
- Agile development
- Design system
- Accessibility design
- Artificial intelligence