

# Toby Cheng

SENIOR PRODUCT DESIGNER | UX/UI

Leveraging my diverse design expertise, I aim to forge solutions that not only engage but linger in the memory, transforming routine interactions into remarkable experiences. This approach is instrumental to my design philosophy, where the complexity demanded not just analytical thoroughness in terms of data and user research but also a touch of empathy, ensuring the final products resonate deeply and maintain a human-centric focus.

## WORK EXPERIENCE

### UX MANAGER | LIVI BANK LIMITED

JUN 2020 - May 2023 Full-time, Hong Kong

- Review works from designers and researchers to ensure alignment with project briefs.
- Mentor junior and mid-level designers, providing feedback and guidance on their work.
- Collaborate with multiple teams to design complete products and support product roadmap and timeline.
- Manage the design system and establish Standard Operating Procedures (SOPs) for diverse workflows.
- Work with the research team to conduct quantitative and qualitative user interviews and surveys.
- Develop UI prototypes for presentations to board members.
- Hands-on involvement in designing UX/UI elements as needed.
- Work closely with the development team to ensure the feasibility of designs and their implementation.

#### Key Projects :

livi PayLater (BNPL),  
Fund investment,  
App revamp (migration to lokalise),  
livi Chapter (Saving Pot)



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## AREAS OF EXPERTISE

User flows  
Experience mapping  
Wireframes  
User research  
User interview  
Design systems management  
Concept sketches  
UI design  
Prototypes  
Motion design  
Branding

## TOOLS

Figma, Lokalise, Sketch,  
Photoshop, Illustrator,  
After Effects, InVision, Marvel,  
Axure, Webflow, Editor X,

## EDUCATION

### CREATIVE MEDIA

CITY UNIVERSITY OF HONG KONG  
2009 | BA (Hon)

## LANGUAGES

Cantonese - Native  
English - Confident  
Mandarin - Confident

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## WORK EXPERIENCE

### UI DESIGN CONSULTANT | FIDELITY INTERNATIONAL

NOV 2019 - DEC 2019 Project base, Hong Kong

- Assist the in-house design team in developing a mobile-ready UI system derived from the existing desktop design.
- Provide advanced insights and ideas to ensure seamless responsiveness across various viewports, particularly focusing on accommodating large amounts of tables and charts.
- Create high-fidelity prototypes and proof of concepts as a guide for the team's implementation.
- Offer advanced solutions to ensure the design system functions flawlessly and adaptively across different devices.

### SENIOR PRODUCT DESIGNER II | SOUTH CHINA MORNING POST

JUN 2018 - JUN 2020 Full-time, Hong Kong

- Develop new digital products from scratch as well as improve existing ones
- Collaborate with product managers to devise product roadmaps.
- Partner with editorial, data, and strategy teams to understand user pain points and business needs.
- Lead A/B testing initiatives and conduct user interviews to enhance product performance and user experience.
- Create user journeys and wireframes for various projects
- Responsible for all the UI design in 2 main products : Inkstone news (discontinued) & SCMP cooking

#### Key Projects :

Inkstone News,  
SCMP Cooking

### SKETCH WORKSHOP SPEAKER | NIKE

Mar 2018 Project base, Shanghai

- Conducted a workshop for Nike Shanghai design team and vendors.
- Introduced the benefits and application of Sketch as a design tool.
- Provided demonstrations and tutorials showcasing Sketch's capabilities.
- Assisted in transitioning the design workflow from Adobe Photoshop/ Illustrator to Sketch.

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## WORK EXPERIENCE

### SENIOR ART DIRECTOR | DIGITAS LBI (PUBLICIS GROUPE)

AUG 2016 – APR 2018 Full-time, Hong Kong

- Lead and collaborate with UX/UI designers, offering guidance and feedback on projects and creative production.
- Present and explain creative concepts, user journeys, and designs to clients.
- Engage in conceptualization and artwork creation for advertising campaigns and pitches.
- Work closely with the development team to ensure the feasibility of designs and their implementation.
- Review client briefs collaboratively with the account servicing team to ensure design coherence with the overall strategy.

#### Key Projects :

Electrolux APAC website revamp,  
Kerry Hotel Dinning by Design campaign,  
Shangri-La FoG 2017 campaign site

#### Key Pitches :

Thai Airway mobile App and website design pitch  
Pan Pacific Hotel Group website revamp pitch

### SENIOR DESIGNER | DIGITAS LBI (PUBLICIS GROUPE)

JUN 2014 – AUG 2016 Full-time, Hong Kong

- Collaborate with UX team for developing high-quality UI designs and animated prototypes.
- Present deliverables, obtain feedback directly from clients.
- Apply Scrum methodology with Development team and Project Manager.
- Adopt Agile approach in project execution.

#### Key Projects :

HSBC Banking mobile App,  
Cathay Pacific mobile App,  
Cathay Pacific booking engine revamp (RIBE)

#### Key Pitches :

Shangri-La Golden Circle campaign site pitch,  
Shangri-La website revamp pitch,  
Swire shopping mall loyalty programme pitch

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### SCREEN BUILDER | APPLE INC.

JUN 2014 – JUL 2014 Project base, Cupertino (U.S.)

Build high definition UI screens of Apple new products for WWDC event.

### ART DIRECTOR | GRAVITAS GROUP LIMITED

MAR 2011 – MAY 2014 Full-time, Hong Kong

- Provide art direction for mobile app and website projects and pitches.
- Develop user journeys and wireframes.
- Design UI screens for various project elements.
- Generate storyboards for conceptualizing ideas.
- Collaborate closely with the development team to ensure concept feasibility.
- Present and articulate creative ideas, user journeys, and designs to clients.

#### Key Projects :

Fidelity mobile app,

New Town Plaza mobile app,

HK2gether (Roadshow) mobile app,

#### Awards :

Asia Smartphone Apps Contest

Marketing Magazine's Mob-Ex Awards 2015

The Smarties APAC 2013 by Mobile Marketing Association

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