Cecilia Lo

UI/UX Designer, UX Researcher

Experiences

UI & Experience Designer Jul 2023- Now

Zurich Insurance

- Led the design for the new eClaim system, coordinated business requests in daily scrum stand up to iterate the user journey, and onboard with new UI components library
- Co-directed the end-to-end new personal accident product purchase journey UXUI research and design with complex quoting logic collaborating with cross-functional teams
- Improved existing Breezy-series products purchase journey's conversion rate through UI enhancements
- Revamped quoting journey UI on the affinity partner website to streamline quoting process
- Enhanced existing customer portal user experience by monthly UI feature updates, researched competitors' existing services, and Initiated usability testing on design and technical updates

UI/ UX Research Assistant Oct 2022- Jul 2023 | Part-time

Sensor-Enabled Care Farm on MCI elderly at PolyU School of Design

- Conducted user research with MCI seniors through co-design workshops, generating research insights
- Designed user interfaces and flows for MCI elderly users on mixed reality devices for care farming

User Experience Designer Sep 2021- Apr 2022 | Internship

NetEase Games Leading Internet technology company in Hangzhou, China

- Mainly responsible for the NetEase x AP NFT News platform website design, collaborating closely with the product manager and developer iterating from initial concept to release version
- Designed and established the UI element guideline for the To-B Copyright Management platform cooperating with the Hangzhou government

Data Product Manager Nov 2020- Feb 2021 | Internship

Bukito Online social commerce platform in Hangzhou, China

- Provided data-driven design suggestions by visualizing data through Google data studio using SQL and summarizing insights in product requirement documents
- Assisted in minimizing the ROAS using periodic sales figures to manage the on-sale products

Project Experiences

Design Lead Oct 2022- Aug 2023

Google student developer club

- Developed the visual identity and brand guidelines for GDSC, ensuring consistency across social media platforms and offline events
- Design lead for PolyU GDSC's largest event PolyHack, defined and designed visual guidelines for posters, social media posts, banners, website, and other collateral materials.

Education

The Hong Kong Polytechnic University

M.Des in Smart Service Design, School of Design
with Distinction

Zhejiang University

B.Eng. in Industrial Design, College of Computer Science and Technology
Macao Foundation Scholarship Recipient

Skills & Tools

Language - Cantonese, Mandarin - Native, English(IELTS 7.5) - Proficient

Skills - User Research & Experience Design, User Interface Design, Graphic Design, Front-End Development(SwiftUI HTML, CSS, JavaScript), Video Editing and Animation, Data Processing and Visualization

Software - Figma, Sketch, AdobeXD, Axure, PS, AI, InDesign, Principle, Rhino, AE, Google Data Studio, SPSS, Xcode

Portfolio

kawenglo.github.io

Contact kaweng2000@gmail.com