Tom Chan

Product Designer

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EXPERIENCE

Buy&Ship · Full Time

Senior Product Designer

7 Mos

Aug 2025 - Present

- Lead the end-to-end UX/UI design for the **global parcel forwarding platform**, optimizing the user journey for package tracking, customs declaration, and checkout processes.
- Partner with product managers to implement **data tracking and analyze A/B tests**, utilizing insights to refine features like merchant discovery and user gamification.

FWD Group · Full Time

Senior UI/UX Designer

1yr 6 Mos

Feb 2024 - Aug 2025

- Collaborated with product, engineering, and CX teams to drive the UX/UI strategy for the '**eService' and agency portals**, serving Employee Benefits & Life insurance users.
- Led the end-to-end redesign of the **Claim Tracker experience**, restructuring complex information architecture to create intuitive document upload flows and proactive error-prevention UI.
- Successfully shipped the enhanced tracker, reducing **incomplete (NIGO) submissions by 8%** and decreasing **claim-status support inquiries by 20%.**

EY Mtel Solutions Limited · Full Time

UI/UX Designer

1yr 8 Mos

June 2022 - Feb 2024

- Delivered end-to-end UI/UX design solutions for high-profile enterprise clients—including **Esso Mobil, Starbucks, Tam Jai, and Octopus**—facilitating client consultations to align business goals with user needs.
- Executed comprehensive design methodologies, from **benchmark research** and **storyboarding** to **wireframing** and **high-fidelity prototyping**, to restructure complex customer-facing workflows.
- Partnered closely with **project management** and **engineering** teams to validate the technical feasibility of design concepts, ensuring seamless, pixel-perfect implementation.

Plotio Global Financial Limited · Full Time

UI/UX Designer

1yr 1 Mos

May 2021 - June 2022

- Spearheaded the **0-to-1 responsive web design** for a **financial trading platform**, translating complex market data and trading journeys into accessible user experiences.

Ones Software Limited · Internship

UI/UX Designer

1yr 1 Mos

Mar 2020 - June 2021

- Designed and delivered a wide range of web-based UX/UI solutions, visual assets, and production graphics for a B2B SaaS environment.

EDUCATION

The Hong Kong Polytechnic University (PolyU)

Bachelor of Arts in Interactive Media (Honors)

2yr

2019 - 2021

SKILLS

UX Research

Journey mapping

Usability testing and evaluation

Persona

UX Research and analysis

UI & Interaction

User interface design

Prototyping

Ideation & Wireframe

Design system setup

Process

Design Thinking

Agile Methodology

LANGUAGES

Cantonese

English

Mandarin

Tools

Figma

Claude

Gemini

Slack

Jira

Miro

Notion

Adobe Illustrator

Photoshop

After Effects