

Ka Him(Luca) Luk

Product Designer & UX Researcher

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SUMMARY

Product Designer and UX Researcher with **3+ years of experience** solving **complex problems** with **logical, business-driven, and empathetic** design solutions. Recognized for **strong communication, team collaboration, and stakeholder alignment** to drive impactful results and operational efficiencies. **Eligible to work in Canada without sponsorship.**

SKILLS

Research: User Interviews, Usability Testing, Mixed-Methods Research, Journey Mapping, Personas, Concept Testing, Card Sorting, Surveys, Behavioral Analysis

UX Strategy: Information Architecture, Interaction Design, User Flows, Scalable Design Systems, Human-Centered Design, Content Strategy

Design: Data Visualization, Visual Storytelling, Mobile App Design, Responsive Web Design, Prototyping, Wireframing, Design Sprints

Tools: Figma, Sketch, Adobe XD, InVision, Zeplin, Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premier)

Analytics: Google Analytics, Dovetail, Useberry

Development: HTML, CSS, Bootstrap, Webflow

Soft Skills: Communication & Storytelling, Workshop Facilitation, Stakeholder Management, Agile Methodologies, Team Leadership, Problem Solving

EXPERIENCE

UX Researcher & Designer

Jul 2022 - Sep 2023

Bank of China Hong Kong (Corporate Banking)

- Conducted **7 UX research projects**, combining user interviews, platform data analysis, and customer service feedback to inform strategic decisions for banking products serving **130,000+ business customers**.
- **Designed the end-to-end journey** for a Mobile Cheque Deposit feature, processing **HKD 45.8M across 2,228 transactions** and achieving a **75.8% conversion rate** (industry average: 60%), reducing branch handling costs.
- **Increased engagement by 2.8x** and **improved cheque clearance rates by 43%** through iterative research, usability testing, and platform enhancements, addressing corporate banking's intricate workflows and diverse user roles.
- **Revamped the password reset journey** for 5,023 users, reducing support calls and **saving costs equivalent to 2 full-time staff positions**.
- Designed **workflow optimizations for 6,000+ employees**, targeting improved task efficiency and operational workflows.

Product Designer

Nov 2020 - Jul 2022

Branding Records (Global Agency)

- Partnered with **16 global clients** to align business goals with user-centric designs, **leading research workshops** and **optimizing 600+ webpages** for improved user flows and **content strategies**.
- Designed scalable UI templates with 40+ pages and a **design system for 21 schools**, **reducing task completion times by 25%** and standardizing multi-brand ecosystems.
- **Developed responsive websites** using Webflow, integrating mobile-first principles and **SEO best practices**, resulting in an average of **32% engagement increase** and a **14% boost in lead generation**.
- Designed user flow of a **gamification campaign with Moschino** that drove **22.5 million impressions** in mainland China..

Design and Comics Production Lead

Sep 2015 - Oct 2018

Century Culture Limited (Publisher)

- **Designed and produced 41 magazines**, 51 standalone issues, and 11 art books, leveraging **typography**, **layout** and **color harmony**.
- **Revamped the company's website**, improving navigation and **increasing online sales by 24%**.
- **Led a team of 5**, mentoring them and **resolving ad hoc challenges** to deliver high-quality publications on time.

EDUCATION

UI/UX Designer Advanced Diploma (Co-op)

Sep 2023 - Current

Cornerstone International Community College of Canada

Bachelor of Visual Arts (Design & Craft)

Sep 2011 - Aug 2015

Hong Kong Baptist University

AWARDS & CERTIFICATIONS

Rising Star Award

Apr 2023

Bank of China Hong Kong

Corporate Banking

Certified Scrum Product Owner (CSPO)

Jun 2023

Scrum Alliance

Conduct UX Research and Test Early Concepts

Jul 2022

Google Career Certificates