

# Luca Luk

## Product Designer

### SUMMARY

Product Designer with **4+ years** of experience, specializing in **simplifying complex B2B workflows** for **large financial institution** with a **complex ecosystem** while collaborating with **20+ global clients** in **B2C agency** settings. Recognized for a **strong understanding of business and technical logic** as well as **coding skills** (HTML & CSS). Strong in **user research**, driving **measurable business outcomes** and effective **communication** with stakeholders and clients. Background in visual arts with a strong sense of **aesthetics**.

### WORK HISTORY

#### Product Designer

*Bank of China Hong Kong, Corporate Banking | Jul 2022 - Sep 2023*

- Created the **Mobile Cheque Deposit journey** within an agile project, **optimizing error scenarios** to achieve a **75.8% conversion rate**, a **2.8× engagement** boost, and a **43% improvement in cheque clearance rates**.
- Revamped the **corporate banking app** for **130K+ customers** by **quantifying pain points** with business impact, **mapping complex user roles and workflows**, and driving a **22% increase in downloads**.
- Created the password reset journey to **resolve a top pain point** for users and staff, **servicing 5,023 users** in six months and **reducing support costs** equivalent to **two full-time staff**.
- Designed features for a **staff workbench**, conducted **15+ stakeholder interviews** to identify pain points and **tested prototypes** to **shift focus from costly tools** to addressing policy-driven inefficiencies.
- Collaborated cross-functionally with **business analyst, product, development** and **compliance** to create an **all-in-one platform**, developing a **unified blueprint** for **seamless customer journeys**.

#### Product Designer

*Branding Records, Global Agency | Nov 2020 - Jul 2022*

- Restructured the **information architecture** of a **200+ page** education network, **raised admission inquiries by 32%** by **optimizing navigation** and **content strategy** while creating a **design system** using **customizable templates**.
- Designed **brand website** for alfred24, analyzing user demographics and behavior with **Google Analytics**. Insights drove a **6.3% conversion rate** and a **28% increase in unique page views** within the first month.
- Led an **interactive campaign** for a crypto platform (Phemex), achieving a **2% sign-up conversion rate** (exceeding the 0.2–1.4% industry average) and a **67% increase in unique page views** within the first month.
- Collaborated with developers** on web projects, **resolving technical constraints** with creative UX solutions; **developed websites independently** using Webflow.

## Web Designer

Luca Luk, Design Consultancy | Jan 2019 - Oct 2020

- Designed high-converting **landing pages** and marketing materials, **increasing sales by 375%** for a healthy sports drink through **strategic content optimization** and **compelling visuals**.

## Design and Production Lead

Century Culture, Startup Publisher | Sep 2015 - Oct 2018

- Revamped the **e-commerce site** for parents and children by optimizing navigation and UI, resulting in a **24% increase in sales**. **Managed a team of five** to deliver visual materials for **100+ publications**.

## EDUCATION

### UI/UX Designer Advanced Diploma (Co-op)

Cornerstone International Community College of Canada, Vancouver | Expected Sep 2024

### Certified Scrum Product Owner (CSPO)

Scrum Alliance | Jun 2023

### Bachelor of Visual Arts (Design & Crafts)

Hong Kong Baptist University | Sep 2011 - Aug 2015

## SKILLS

**Research & Strategy:** Concept Testing, User Interviews, Usability Testing, Journey Mapping, UX Blueprints

**Interaction Design:** Prototyping, Wireframing, Mockups, Storyboards, Visual Design, Accessibility, Design Systems

**Tools & Technical:** Figma, FigJam, Google Analytics, Miro, Dovetail, Adobe Creative Suite, HTML, CSS

**Soft Skills:** Collaboration, Agile Methodology, Stakeholder Engagement, Workshop Facilitation, Storytelling

## AWARD

### Outstanding Project Award — Oct 2024

Cornerstone International Community College of Canada

### Rising Star Award — Apr 2023

Bank of China Corporate Banking