Experience Design Studio Limited
UX Consultant
September 2019 - Present

CONVOY
May - Nov 2022
- NDA signed for this project, but I helped build the design system and worked intensively with the product team to deliver high-fidelity frames.

CLP x SEC
Feb 2022 - Current
- NDA signed for this project, and I helped with user research and building the design system from the ground up. The project is currently in the development stage that will later roll out in May 2023.

MTR Corporation
Oct - Dec 2021
- NDA signed **two** months project with MTR Corporation to conduct user research to understand Hong Kong citizens' needs in transportation when travelling to GBA.

Hong Kong Observatory
Feb - May 2021
- NDA signed **three** months project with Hong Kong Observatory and MAKE Studios to conduct user research to understand Hong Kong citizens' needs regarding weather information to help revamp the digital experience.

Sun Life Financial Inc
Sept - Nov 2020
- NDA signed for the 2-month-long project to help with the initial concept validation. Prototyping high-fidelity wireframes and conducting concept and usability testing with users. Which will roll out to the market

Prudential Hong Kong Limited
Dec 2019 - Dec 2021
- Hothouse workshops, work intensively with the tech team in Hong Kong to bring the product into the Hong Kong market. High Fidelity interactive prototype to help the business team to build cases and testing while engaging with the tech team for development feasibility.
- NDA signed for four months project to help migrate the internal desktop portal to a mobile device.
- NDA signed five months project to Help Prudential to help revamp the internal claim process flow to help staff work their claim process faster

Deolitte Digital
Experience Designer (Consultant)
June 2019 - September 2019

Yuu - DFI Retail Group
Responsible for all initial wireframes, mockups and design systems.

Lane Crawford
Experience Designer
Feb 2018- June 2019

- Design an internal working app that helps to increase customer engagement. To make sure our design successfully deliver to our stakeholders, we constantly have user testing sessions with people throughout the enterprise.
- Work in agile and with Continuum, to help research and design the blueprint of Lane Crawford's customer experience.
- Work with the internal tech team to deliver the design of the POS interface to maximize the usage of the day-to-day transaction.

PricewaterhouseCoopers (PwC) Hong Kong
UX UI Designer
Oct 2016 - Jan 2018

- Help design Campaign pages to prototype the layout design and ensure user engagement by proposing different approaches. (APEC Global and Local territory)
- Encounter UAT sessions for future webpage designs for specific campaigns.
- Analyze the user feedback and testing feedback to contribute to a better user outcome.
- Responsible for being one of the contact points from the China/Hong Kong territory to propose and implement new designs based on a localized need of the global team.

CARRIE YE
experience designer.

CONTACT

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EDUCATION

Simon Fraser University
Vancouver, Canada

School of Interactive Arts and Technology

LANGUAGE

English
Cantonese
Mandarin

PROGRAMME

illustrator
photoshop
figma
invision

SKILL SET

User Research
Prototype
Usability Testing
Design System