

Kelly Ting

UX/UI Designer | Product Service & Customer



Work Experience

2022 –
Now

MOX BANK (SUPPORTED BY STANDARD CHARTERED)

User Experience Designer

Redefining payment experiences with innovative FPS solutions

- An all-in-one FPS transfer and payment management solution, with pioneering group payment functionality to address diverse user needs
- I owned the end-to-end design process, from analysing requirements and creating user scenarios to prototyping, testing, delivering the final product, and driving post-launch bug fixes and updates

Results: 60% increase in transactions, reactivated 25% of inactive users, and delivered the fastest payment journey among top 6 banking apps

End-to-End Dispute Reporting and Tracking System for Customers

- Covering every stage from raising fraud and transactional disputes to tracking progress, following up, and resolving cases
- I conducted in-depth analysis of complex regulations, collaborated with cross-functional teams (Risk, Compliance, Product, and CS), mapped out detailed user flows, and validated scenarios before creating prototypes, testing usability, and delivering the final design

Results: Reduced CS team's workload by 35%, decreased dispute resolution time by 25%

Customer Experience Enhancements

- I proactively improved and refined features to address customer pain points, mitigate issues, and ensure seamless experiences, with a focus on retaining unhappy customers and reducing drop-offs. Delivered solutions aligned with compliance, operational efficiency, and user satisfaction.

2018 –
2022

ESTÉE LAUDER COMPANIES

Senior Designer: 2020 - 2022 | Contract Digital Designer: 2018 - 2020

E-Commerce & UI Design:

- Creative lead of Estée Lauder and Too Faced's first online flagship store launches on TMall, JD.com, and Lazada
- Directed junior designers, worked with China and SEA sales teams to establish campaign creative and UI design

Inhouse Agency & Photography Studio:

- Developed 360° marketing solutions for brands including MAC, Origins, Clinique, Lab Series and Tom Ford
- Created photo, video and illustration storytelling contents for consumer education, customer acquisition and loyalty programs

Reverse-Mentoring:

- Guided senior vice president to develop business and targeting strategies for millennial and Gen Z consumers via social media: Instagram, Tiktok, Facebook, WeChat, Little Red Book, etc

2017 –
2018

ISOBAR (DENTSU AEGIS NETWORK)

Digital Designer in Creative Advertising

Clients: Disney, Estee Lauder, Chanel, Innisfree, ASOS, Vitasoy, JW Marriot, Manulife, etc

- Created advertising and design direction for Chanel's "Fragrance Experience" in-store activation at IFC
- Worked with team to create and launch experiential activation for Innisfree's "Hydration Station" in Causeway Bay
- Designed APP, web and mobile sites for Manulife, Bupa, Swire and Grand Hyatt Hotels and Marriott Destinations
- Created engagement strategies and managed social media posts for Innisfree, Calci Plus, and Uniqlo's online platforms
- Developed "JW Treatment" creative toolkit for JW Marriott Hotels & Resorts
- Worked with team to brainstorm and win new business pitches

2016 –
2017

CITIC TELECOM CPC

Graphic Designer



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Education

Bachelor of Fine Arts in
Illustration, 2016

Savannah College of Art and
Design



Technical Skills

UX (USER EXPERIENCE)

- Product Design & Development Life Cycle
- Stakeholders Collaboration
- Design Thinking
- User Research
- Usability Testing

UI (USER INTERFACE)

- Design System Creation
- Interaction Design
- Information Design
- Motion Graphics

ADVERTISING

- Creative Pitching and Branding Retainer
- Social Media Content Creation Strategies
- Ad Placement and Data Analytics



Software Skills

- Figma, Sketch, Principle, Flinto
- Adobe Creative Suite
- Facebook Meta and Google Ad Tools



Languages

Trilingual speaker with native proficiency:
English, Cantonese & Mandarin Chinese

Design Portfolio

www.kellyting.com/myportfolio

Password: happy