Kelly Ting

UX/UI Designer | Product Service & Customer

Work Experience

2025 – Present

FWD
UX UI Designer

- Leading the UX design for the launch of FWD's Omne app in Hong Kong, driving user-centred design from concept to implementation and collaborating cross-functionally with product, marketing, and engineering teams to deliver a seamless digital insurance experience.

2022 – 2025

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

9122 7147

kelly@kellyting.com

Education

Bachelor of Fine Arts in Illustration 2016

Savannah College of Art and Design

Technical Skills

UX UI

End-to-End Product Design: Product discovery, UX strategy, design execution, and development handoff.
UX Research & Validation: User research, usability testing, journey mapping, and data-informed design decisions.

Interaction & Interface Design: User flows, information architecture, wireframing, high-fidelity UI design, and interactive prototyping.

Design Systems: Figma component libraries, design tokens, reusable patterns, and scalable design systems.

Cross-Functional Collaboration: Stakeholder management, design workshops, and collaboration with product managers, developers, and business teams.

Design Thinking & Problem-Solving: Human-centred design, problem framing, ideation, and iterative design optimisation.

AI SKILLS & EXPERIENCE

AI Tools & Technologies: Hands-on with ComfyUI, LoRA training, local diffusion models, multimodal generative AI, local LLM deployment, and AI inference frameworks.

Advanced user of AI agents such as Codex and Claude

Generative AI & Prompt Engineering: Advanced prompting, image generation, image-to-video workflows, and visual refinement using multimodal AI tools.

AI Character & Product Development: Developed AI character IP, visual identities, content strategies, and monetisation models through market research and technical evaluation.

AI Workflow Development: Designed and tested multi-stage AI workflows for character consistency, visual content creation, and video generation.

AI-Assisted Creative Production: Applied AI to visual prototyping, storyboarding, creative direction, and commercial concept development.

Languages

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

Design Portfolio

www.kellyting.com/myportfolio

Password: **happy**