Poris To

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EXPERIENCE

UI / UX Designer | Storeberry.ai

Oct 2020 - Present

- Redesigned the Storeberry.ai dashboard and app, influencing the 2-3 year vision plan. Created an interactive prototype outlining 10+ user flows in Figma and Miro, adapted from material UI to a new design system, streamlined all-around information architecture, and iterated via stakeholder feedback.
- Developed marketing projects including SEM, SEO, and email marketing with internal stakeholders in regional markets and increased inquiries by more than 50%.
- Worked with designing, developing, and shipping off the platform and planning a feature roadmap alongside target regional markets' business goals.
- By data-driven providing UI/UX defines the problem and gives solutions ongoing support for different platforms as external and internal conditions arise.

Assistant Design Manager | EGUSI

Jan 2019 - Aug 2020

- Designed and prototyped a financial payment dashboard for NTTDATA innovative and streamlined user flows for web and delivered UI mockups, providing solutions, prototyping, and design documentations of multiple user flows using Sketch.
- Problem discovery and potentially skip some stage of the research to accelerate the solutions, thereby saving time and costs for the company.
- Documentation and work with stakeholders to support and guide the requirements refinement. Also, ensure the UX/UI strategy achieves the product goal and success metrics align with the business objectives.
- End-to-end UX/UI Design: User research and user journey mapping to prototyping, interaction design, and design system. Besides that facilitated design thinking as a problem-solving and collective framework.

Senior Multimedia Designer | EGUSI

Mar 2018 - Dec 2018

- Recommended alternative design solutions based on technical limitations, the ability for quick problem-solving earned positive feedback from stakeholders.
- Conducted the TOYSRUS regional business platforms' generative user research, prototyped design solutions in Miro + Sketch, created usability testing to test designs, and brought the design to production using HTML/CSS/JS and React.
- Serviced & delivered to the client with a unified design library with detailed documentation around the usage of components, behaviors, and interactions.
- Conducting user research, competitive analysis, designing wireframes, prototypes, and aesthetics to be implemented within websites, leading to increased conversion rates.

Senior Frontend Developer | As One Interactive Limited

June 2017 - Mar 2018

Web Designer | As One Interactive Limited

Sep 2014 - June 2017

SKILLS

DESIGN

Wireframing
Lo-fi and Hi-fi Mockups
Interactive Prototyping
Paper Prototyping
User Flows
Interactive Mockups
Usability Testing
System Thinking

DEVELOPMENT

React
HTML/CSS/JS
Wordpress
Gatsby
Graphql
SQL
Strapi
Web Scraping
Styled-Components
High Fidelity Mockup
On-page SEO

TOOLS

Adobe CC
Abstract
Sketch
Figma
Invision
Principle
Miro
Marvel
Zeplin

EDUCATION

Creative Media Design
Hong Kong Design Institute
2011 - 2014