

# Amy Yeung

## Senior Product Designer

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Senior Product Designer with 8+ years of experience crafting impactful digital products from end to end. Demonstrated success in cross-functional collaboration to deliver delightful user experiences and contribute to business success with strategic thinking.

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## Experience

### CTgoodjobs (Career Times Online Limited)

Hong Kong

– A leading online job portal in Hong Kong with 600K+ members, providing recruitment and employer branding services.

#### UX Design Manager

Sep 2021 – Jul 2023

- Collaborated with cross-functional team managers and stakeholders to define a product vision that prioritised user needs while achieving key business goals within defined constraints.
- Spearheaded the revamp of CTgoodjobs' resources section by redesigning the information architecture and interfaces for enhanced content accessibility and user engagement, boosting page views by 23% and reducing bounce rate by 8%.
- Led the integration of One-Time Password (OTP) login into the existing system, contributing to a 24% increase in successful logins and a 30% decrease in unauthorised login attempts.
- Crafted a holistic messaging platform experience for job seekers and employers, optimising the hiring process and facilitating successful matches.
- Initiated a design management framework at CTgoodjobs, featuring the creation of the first design system, a shared workspace, and ongoing team mentorship, resulting in a 40% increase in design productivity and streamlined process.

#### Assistant UX Design Manager

Apr 2017 – Aug 2021

- Revamped CTgoodjobs' mobile application focusing on user interfaces and key user journeys, driving a 23% improvement in user satisfaction and a 10% increase in daily active users.
- Developed the award-winning "Self-introduction Video" feature across the website and mobile application, empowering job seekers to stand out and connect with potential employers.
- Championed continuous product growth through analysing user behaviour data and A/B testing results to identify and implement data-driven feature improvements.
- Pioneered Figma adoption through tool evaluations and training sessions, accelerating design cycles by 30% and fostering collaborations across design and cross-functional teams.

#### Senior UX Designer

Oct 2014 – Mar 2017

- Delivered user flows, wireframes, UI mockups, and high-fidelity prototypes, optimising the user experience for CTgoodjobs' responsive websites and mobile applications.
- Championed product quality by collaborating with product and development teams on design reviews and user acceptance testing (UAT) to ensure pre-launch readiness.

## Achievement

Contributed free design resources in the Figma Community, accumulating over 39K downloads. | [My Figma Resources](#)

## Skills

Product Design | UX Design | UI Design | UX Copywriting | User Research | User Journey | User Flow | Information Architecture | Responsive Web Design | Mobile Application Design | Wireframing | Prototyping | HTML, CSS, JavaScript | Usability Testing | Design System | Product Strategy | Cross-functional Collaboration | Data-driven Decision Making | Artificial Intelligence (AI) for Design | Figma | FigJam | Miro | Notion | Jira | Asana | Adobe Creative Suite

## Education

- MSc. Multimedia and Entertainment Technology, Distinction | The Hong Kong Polytechnic University
- BSc. Computer Science, 2<sup>nd</sup> Class Upper Division | The Chinese University of Hong Kong

## Certifications

Professional Scrum™ with User Experience I (PSU I) | Google Analytics Certification | Google UX Design Certificate