

Amy Yeung

Senior Product Designer with 8+ years of experience crafting B2B2C, cross-platform products from discovery to launch. Excels at delivering impactful B2C and B2B SaaS experiences through a user-centred, strategic approach and effective cross-functional collaboration to drive business success.

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in [LinkedIn](#)

🌐 [Portfolio](#)

Experience

CTgoodjobs

Hong Kong

— A leading B2B2C recruitment platform serving 1.5M+ job seekers & employers.

UX Design Manager

Sep 2021 - Jul 2023

- Defined user-centric product strategies for our **B2C job portal** and **B2B SaaS HR platform**, aligning user needs, business objectives, and technical constraints to drive substantial business growth.
- Led the career resources section revamp to enhance content strategy and discoverability, driving a 25% increase in page views, a 16% growth in DAU, and new business opportunities in employer branding services.
- Implemented One-Time Password (OTP) login feature for enhanced security, user trust, and login experience, increasing successful logins by 24% and reducing unauthorised attempts by 30%.
- Created a messaging platform connecting job seekers and employers, boosting job applications by 25%, increasing new memberships by 20%, and reducing hiring time by 30%, streamlining the overall recruitment process.
- Cultivated design maturity by establishing the first design system with 50+ UI components, ensuring consistency and boosting productivity by 40%, while fostering collaboration through mentorship and a shared workspace.

Assistant UX Design Manager

Apr 2017 - Aug 2021

- Spearheaded a comprehensive mobile app revamp, optimising key user journeys and enhancing user interfaces, resulting in a 15% rise in mobile app DAU and a 23% increase in user satisfaction.
- Overhauled the course management system to streamline processes, reducing content update time by 28% and providing insights to the internal content team and external organisations for optimising content strategy.
- Championed data-driven product growth by analysing qualitative feedback and quantitative behavioural data, launching growth experiments with A/B testings to identify areas for improvement and guide design iterations.
- Revolutionised workflows by pioneering the adoption of Figma, leading tool evaluations and conducting training sessions, accelerating design cycles by 30% and enhancing cross-functional alignment.

Senior UX Designer

Oct 2014 - Mar 2017

- Established a user-centric design process for the job portal and HR platform, conducting user research and delivering user flows, wireframes, high-fidelity mockups, and prototypes to enhance job search and talent-matching experiences.
- Facilitated cross-functional collaboration with product and development teams through design reviews and user acceptance testing (UAT), ensuring high-quality and seamless product launches with minimal post-release issues.

Achievement

Shared free design resources on the [Figma Community](#), accumulating over 60K downloads.

Skills

- **Product Design:** UX Design, UI Design, UX Copywriting, Information Architecture, User Journey, User Flow, Design System, Design Strategy
- **Research:** Competitive Analysis, User Interview, User Survey, Usability Testing, A/B Testing, Maze, Google Analytics, Hotjar
- **Technical:** Responsive Web Design, Mobile Application Design, Wireframing, Interactive Prototyping (HTML5 / CSS3 / JavaScript)
- **Tools:** Figma, FigJam, Miro, Notion, Jira, Asana, Generative AI (GenAI) Tools, Lottie, Adobe Creative Suite
- **Others:** Design Strategy, Business Acumen, Agile, Cross-functional Collaboration, Data-driven Design, Design Accessibility, SEO

Education

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

Certificates

- Professional Scrum with User Experience I (PSU I)
- Google Analytics Certification
- Google UX Design Certificate
- AI for Designers - IxDF
- UX Management: Strategy and Tactics - IxDF