

Beryl Leung

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CAREER ASPIRATION

A detail-oriented UX specialist with 12+ years of diverse design experience, specialising in UX strategy and design for the past five years. Demonstrating an in-depth understanding of user behaviour and needs, along with collecting business requirements and developing user-centric solutions that streamline processes and improve operational efficiency. Recently completed a Master of IT to advance professional expertise by solidifying technical skills and acquiring a comprehensive understanding of product life cycles. Excited to pivot career focus towards a more holistic emphasis on strategic planning and business analysis.

SKILLS

- Stakeholder Engagement
- Needs Analysis
- Requirements Management
- Problem Solving
- User-Centred Design
- Proposal Presentation
- Prototyping
- End-to-End Development
- Cross-Functional Collaboration

EMPLOYMENT

UX Business Analyst (Part-Time)

Sunrya | Aug 2023 – Current

Sunrya is a solar technology start-up committed to transforming energy solutions by efficiently connecting businesses with local installers, ensuring a more efficient, cost-effective, and expedited adoption of solar solutions.

- Developing compelling pitch decks targeted for investors and clients, resulting in the successful procurement of \$100K in funding and securing sign-off for eight successful projects.
- Implementing strategic marketing and design initiatives, while ensuring a coherent and impactful brand presence across different platforms.
- Leading the implementation of a comprehensive rebranding and modular design system, enhancing design scalability through reusable components and guidelines.

UX Architect

EchoRoaster | Aug 2019 – Jan 2022

EchoRoaster is a digital transformation specialist for Fortune 500 healthcare companies, received the Best FinTech and MedTech Innovation award from HK01 in 2022 for its excellence.

- Collaborated with clients to analyse user requirements, define objectives, establish key deliverables, and milestones, closely engaging stakeholders through interviews, workshops, job shadowing, and iterative planning sessions to identify key pain points in project scoping.
- Streamlined drug prescription workflows for 60+ physicians at a leading private hospital by developing solution designs. Conducted needs assessments to identify friction points in the existing paper-based process and translated complex requirements into efficient workflows for operational improvement.
- Strategically optimised the Patient Support Program application process for a multinational pharmaceutical company, achieving a 60% reduction in completion time. Conducted usability testing with 40+ participants to identify and resolve user experience issues, culminating in a top app store rating.
- Partnered with cross-functional teams throughout the entire product life cycle, from conceptualisation to the successful implementation of solutions. Utilised agile practices like daily stand-ups, backlog refinement, and sprint planning to ensure alignment between design processes and product objectives.

- Established a standardised design system, enhancing component reuse and streamlining design and development processes, resulting in a 40% reduction in prototyping and product roll-out time across five projects.

Senior UI/UX Designer

TabNext | Sep 2017 – May 2019

TabNext excels as a specialised IT solution provider in the healthcare and real estate sectors. Renowned for developing medical imaging software for leading hospitals and a trusted Real Estate Sales System for premier property developers.

- Implemented a centralised Real Estate Sales System utilised by 10+ property developers and various government statutory bodies. Through digitising the entire sales workflow, achieved a 70% reduction in processing time and a 50% decrease in sales staff headcount while maintaining service levels.
- Facilitated user training workshops, focusing on proper product use to minimize errors and enhance proficiency, resulting in improved user satisfaction.
- Led user experience design and development for websites across 8 industry sectors, including government, healthcare, and education. Applied standardised information architecture methodology to capture goals and user flows.

ADDITIONAL EXPERIENCE

Freelance UI/UX Designer

Apr 2014 – Aug 2017

- Spearheaded the end-to-end UX and UI design for a patient meal ordering system that caters to 4,000 daily orders at a prestigious private hospital, encompassing tasks from defining user flows and wireframe design to creating the final mock-up.
- Led a complete redesign of the official university website with over 500k monthly traffic, improved navigation conversion rates by 28% and reduced bounce rate by 20%.

Senior Graphic Designer

TFI Digital Media | Dec 2011 – Apr 2014

TFI is an award-winning video technology company, delivering cutting-edge streaming solutions to 25+ countries and powering over 100 million streams.

- Crafted the user interface for a versatile video streaming platform compatible with iOS, Android, and Smart TV. Earned recognition through winning the Hong Kong ICT Awards.

EDUCATION

Master of Information Technology (Information Systems)

Swinburne University | 2022 – 2023

- High Distinction Average
- Key Study Areas: Requirement Analysis and Modelling, Business Process Management, Advanced Business Analysis, Business Analysis Practice

Bachelor of Design (Multimedia Systems)

RMIT University | 2007 – 2011

PROFESSIONAL DEVELOPMENT

Tableau Business Intelligence Analyst Professional Certificate | 2024

Google UX Design Professional Certificate | 2023