



# Pui Man TSANG, Jessica

Available Immediately

Web & UI UX Designer

phone. +1 (437) 342-3729

email. tpm.jessica.28@gmail.com

location. Markham, ON, Canada

linkedin. pmjtsang

portfolio. jessicatsang.me

visa. Eligible holder of open work permit

## objective.

Creative UI/UX Designer with nearly 5 years of experience in Hong Kong's digital agency industry. Proficient in Sketch, Figma, HTML, and CSS, with a strong focus on WCAG standards for accessible design. Worked with diverse clients, including property developers, NGOs, banks, resorts, and enterprises. Eager to bring my insights and expertise to a forward-thinking Canadian company, collaborating on innovative projects that drive user satisfaction and business success.

## work experience.

### Hypthon Limited

UI UX Designer

Dec 2023 - Jun 2024,  
Hong Kong

- Analyze research findings to derive insights that inform design decisions and improve user experiences
- Create wireframes and prototypes using tools like Sketch, Figma, or Adobe XD to visualize and iterate on design concepts
- Design intuitive and visually appealing user interfaces (UI) that align with brand guidelines and user expectations
- Create style guides and design systems to ensure consistency across digital products and platforms
- Implement usability best practices to enhance the usability and accessibility of digital products
- Work closely with cross-functional teams including developers, product managers, and marketers to translate business requirements into effective design solutions

### Jazzup

Web Designer

Oct 2021 - Nov 2023,  
Hong Kong

- Design and create visually appealing and user-friendly websites, ensuring an exceptional user experience
- Collaborate closely with clients and cross-functional teams to define project objectives and requirements
- Develop wireframes, prototypes, and mockups to illustrate design concepts and interaction flows
- Implement front-end coding (HTML/CSS) to bring designs to life while ensuring responsiveness and accessibility
- Provide UX consultation and recommendations to enhance digital products

### Rabbit Studio

Creative Designer

Jan 2020 - Aug 2021,  
Hong Kong

- Lead the design of a wide range of advertising materials, including social media posts, display ads, animations, print materials, video edits, user interfaces, and website designs
- Collaborate with marketing teams to develop creative concepts that effectively engage target audiences.
- Draw storyboards and produce animations and video edits that enhance brand storytelling and engagement on social media platforms
- Design and execute eye-catching social media posts, display ads, and animations that align with marketing objectives
- Collaborate with copywriters and project managers to develop integrated advertising materials

### iBorn Media Ltd.

Digital Graphic Designer

Aug 2019 - Nov 2019,  
Hong Kong

- Design and execute eye-catching social media posts, display ads and animations that aligned with marketing objectives
- Collaborate with copywriters and project managers to develop integrated advertising materials

## education.

Bachelor of Arts (Hons) in  
Creative Media (Minor in  
Japanese Studies) (2:1)

2015 - 2019

- School of Creative Media, City University of Hong Kong, Hong Kong SAR
- Relevant coursework in UI/UX design, web development, graphic design, animation, filming, contemporary arts

2024.



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## skill.

User Interface (UI) Design, User Experience (UX) Design, Web Design, Wireframing, HTML/CSS, Responsive Design, Mobile Design, Prototyping, Interaction Design, User-Centered Design, Information Architecture, Content Management Systems (CMS), Site Mapping, Typography, Colour Theory, UI Animation, Userflow, User Research, WCAG, Graphic Design, Animation, Illustration

Figma, Sketch, InVision, Adobe Creative Suite (Photoshop, Illustration, Dreamwaver, Adobe XD, After Effect, Premium, Indesign), Google Analytics, Slack, Trello

Empathy, analytical thinking, Design Thinking, Problem-Solving Skill, Team Collaboration, Client Communication, Time Management

## interest.

Yoga, Travelling, Cooking, Visiting Gallery

## language.

Fluent in English  
Proficient in Cantonese, Mandarin

Japanese (Passed in JLPT N5)

2024.