

Fanska Lee, UX/UI Designer

Hong Kong

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[LinkedIn](#)

[Portfolio](#)

Summary

As a UX/UI designer with an educational background, I have honed my communication skills and developed a keen ability to understand people's needs. Creating intuitive and engaging designs that solve real-world problems is at the forefront of my passion for UX/UI design. I am committed to testing and refining my designs until they are user-friendly, aesthetically pleasing, and address usability issues. Additionally, my exceptional multitasking abilities and bilingualism make me an ideal team player, able to seamlessly communicate with multicultural teams to achieve project goals.

Technical Skills

Figma, Quantitative & qualitative research, A/B testing, Heuristic analysis, Information architecture, Demographic study, Prototyping, Wire-framing, Usability testing, User persona, User journey, User story

Technical Experience

Full-Stack UX Design Immersive, Xccelerate

Aug 2022 - Feb 2023

Capstone Project: Two Presents

- As Project Manager, I ensured organization and productivity by maintaining project plans and handling communication with clients.
- Provided A/B testing designs for client for better user experiences that met business objectives.
- Significantly improved a non user-friendly website by identifying pain points and conducting research.

Project 2: HKT

- Addressed the challenge of low user retention through revamping the app's appeal and increasing engagement.
- Created a fun user experience by a gamifying feature and conducted in-depth research to test user interactions.
- Arrived at an inclusive decision not to proceed with the development of a superapp interface based on the user research.

Project 3: MetaMaster

- Designed an app from scratch that serves as a cutting-edge platform for wine lovers to trade wine as NFTs.
- Addressed the challenge of trade authenticity by adding an icon that establishes user reliability.
- Conducted in-depth research and created detailed personas to gain deep insights to user expectations.

Project 4: Carousell

- Conducted extensive UX research to gain insights into user behavior and preferences.
- Identified pain points of the current website and summarised into three detailed personas: to gain an deep understanding of the unique needs and expectations of buyers, sellers and potential users.

Work Experience

Freelance Assisting Editorial, Yahoo News!

Feb 2022 - Now

- Conducted research and interviews to gather data, resulting in the successful publication of an article with summarized solutions.
- Developed a content strategy and conducted keyword research and SEO optimization to ensure content was optimized for search engine ranking.

English and Class Teacher, C&MA Sun Kei Primary School

Sep 2018 - Jul 2022

- Leveraged strong interpersonal skills to collaborate with teachers and parents to understand their needs for continuous improvement of the curriculum and school activities.
- Analyzed academic data and results to identify areas for improvement and developed creative strategies to enhance teaching and learning experience.

Education

MA Expressive Arts Therapy (Minor in Psychology), European Graduate School

Aug 2021 - Now

Courses: Developmental Psychology, EXA oriented Visual Art, Philosophical Aesthetic, Biography as resource

BA in English Language and Literature

BEd in English Language Teaching, Hong Kong Baptist University

Sep 2012 - Jul 2017

Courses: Introduction to Educational Psychology, English, Creativity and Cultures, Art of Storytelling, Public Speaking, IT for Success in Everyday Life and Work

Languages

- **English** Full Professional Proficiency
- **Cantonese** Native