William Ng

User Experience & User Interface Designer

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EXPERIENCE

Assistant Vice President (UX/UI)

June 2020 - Present

Hong Kong Exchanges and Clearing Limited, Hong Kong

UX Lead

January 2019 - March 2020

Chinasoft International, Hong Kong

Associated Director, UX UI

October 2016 - October 2018

ARBA Holding Limited, Hong Kong

Strategic Project Support Manager

October 2014 - September 2016

The Hong Kong Jockey Club, Hong Kong

Business Analyst

December 2008 - October 2014

MTG Mint Card Limited, Hong Kong

Interactive Services Officer

February 2008 - November 2008

The Hong Kong Jockey Club, Hong Kong

Co-Founder, Designer

September 2006 - January 2008

Jobtwo Design Limited, Hong Kong

Research Assistant

October 2004 - August 2006

Department of Architecture, The Chinese University of Hong Kong

Highlights

15 years experience in web & mobile development

Focus on User Centered Design

Successfully brought in user's involvement into software development processes

Design Methodologies

Business Analysis

Stakeholder and User Interviews

Field Visits

Requirement Specification

Expert Review

Flow Design

UI Design

Wireframing

Interactive Prototyping

Usability Test Design, perform and reporting

Business and Technical Validation

Coding Skills

Web Programmer

January 2003 - August 2003

VTech Engineering Canada, Richmond, Canada

EDUCATION

Formal Design Methods: Formalism and Design

2018

Interaction Design Foundation

Gestalt Psychology and Web Design

2018

Interaction Design Foundation

Usability Engineering

2010

Denmark Technical University, Denmark

Master of Design (MDes)

2006

The Hong Kong Polytechnic University, Hong Kong

Bachelor of Science (B.Sc) with a Major in Computing Science. Specialized in Multimedia Computing, Co-operative Education

2003

Simon Fraser University, B.C., Canada

PROJECTS

FINI: IPO settlement reform (WIP)

https://www.hkex.com.hk/Services/Next-Generation-Post-Trade-Programme/Project-Fini?sc_lang=en

FINI (Fast Interface for New Issuance) is a new platform being developed by HKEX that enables professional IPO market participants and regulatory authorities to interact seamlessly and digitally on the many important steps that comprise the end-to-end settlement process for new listings in Hong Kong.

Responsibilities:

- Promote and adopt a design system into the project.
- Based on the requirement, produce hi fidelity mock-ups and wireframes.
- Host business and technical validation sessions.

CSS

HTML

Javascript

Bootstrap

W3.CSS

Software Skills

Axure

Adobe XD

Brackets

Sketch

Photoshop

Languages

Cantonese

English

Mandarin

- Design and conduct usability tests.
- Write up design documentations.

Customer Onboarding System for Business Banking Staff

https://www.biz-application.hangseng.com/portalserver/en-hk/business-account

Business bank account opening is a complicated and serious process, it involves multiple teams and connected systems to work together. In order to streamline and speed up the process, the bank demands a newly engineered and integrated solution that focuses on efficiency and effective communications.

Responsibilities:

- Successfully applied the design system at an early stage of the project, design task was easy afterwards and extendable in future.
- Usability tested with future users (Staffs at Business Center) of the system, and applied design changes based on findings.
- Work with the remote development team over video conferencing tools.

Hang Seng Digital Business Banking

https://ebusiness.hangseng.com/1/2/

To keep up with today's banking needs, the online platform needed a complete revamp. The scale of the project, the coexisting of the old and new systems, and the technical limitations post great challenges to the project.

Responsibilities:

- Lead a team of UX designers and frontend developers to redesign the ebanking portal.
- Designed and developed multiple tools and workflows (e.g. Design Framework, Wireframe, Library, Design Sprints) to facilitate the design process.
- Design and perform user research.
- Liaise with channel owners, product owners and technical departments.

User Research with Lego Serious Play

https://www.lego.com/en-us/seriousplay

In order to understand the new banking needs, we brought in customers to participate in our user research using the Lego Serious Play method.
Responsibilities:

- Research planning.
- Co-design the research with the facilitator.
- Result analysis and reporting.

HKJC Customer Self Service Portal

https://wcip01.hkjc.com/loginformCSSP.aspx?language=zh-hk

Many HKJC services had to be done in person at branches or through the

integrated call center, and the organisation would like to allow customers to access the services digitally through a centralized online platform.

Responsibilities:

- Draft early UI for concept development.
- Review and comment on UI designs according to business requirements and usability.
- Liaise with business users, designers and developers to deliver the product on schedule.

HKJC Racing Touch

http://racingtouch.hkjc.com/en/2015.aspx

Racing Touch is a graphically-rich mobile horse racing and betting application, allowing racing fans to study information for each race.

Responsibilities:

- Review the UI designs and make sure that they fulfill our business requirements and have no usability issues.
- Communicate with different stakeholders within the organization to understand their needs and make sure the new design meets their expectations.

MTGMintCard Web Store

http://www.mtgmintcard.com

3 years after the first redesign of our webstore, we see the needs to redesign it again with the considerations of customer search behaviors, game play needs, mobile usages and SEO. The new webstore is equipped with search and filter tools tailored for trading card players. Game specific tools (i.e. Buylist, Deck builder) are built to facilitate the hobby. We have adapted Twitter's Bootstrap as the frontend framework to make the design responsive to different screen sizes.

Responsibilities:

- Performs requirement gathering and specification.
- Frontend design and development - Page Flow, User Interface Design, prototyping and coding.
- User interviews and Usability testing.

HKJC Betting Site - eWin

http://bet.hkjc.com

As the major legal betting channel of Hong Kong, eWin has a large user base and high traffic. The 10-years-old design consists of many usability problems and was seriously outdated in style. In order to catch up with today's standard on customer experience, a complete redesign was needed.

Responsibilities:

- Worked with external design agency and in-house programmers to redesign the online transaction site.

Host Internal Seminars

Set up and gave talks in internal seminars to build up the team's knowledge on web heuristics and advocate on user centered design.