



# CPQ

## OVERVIEW

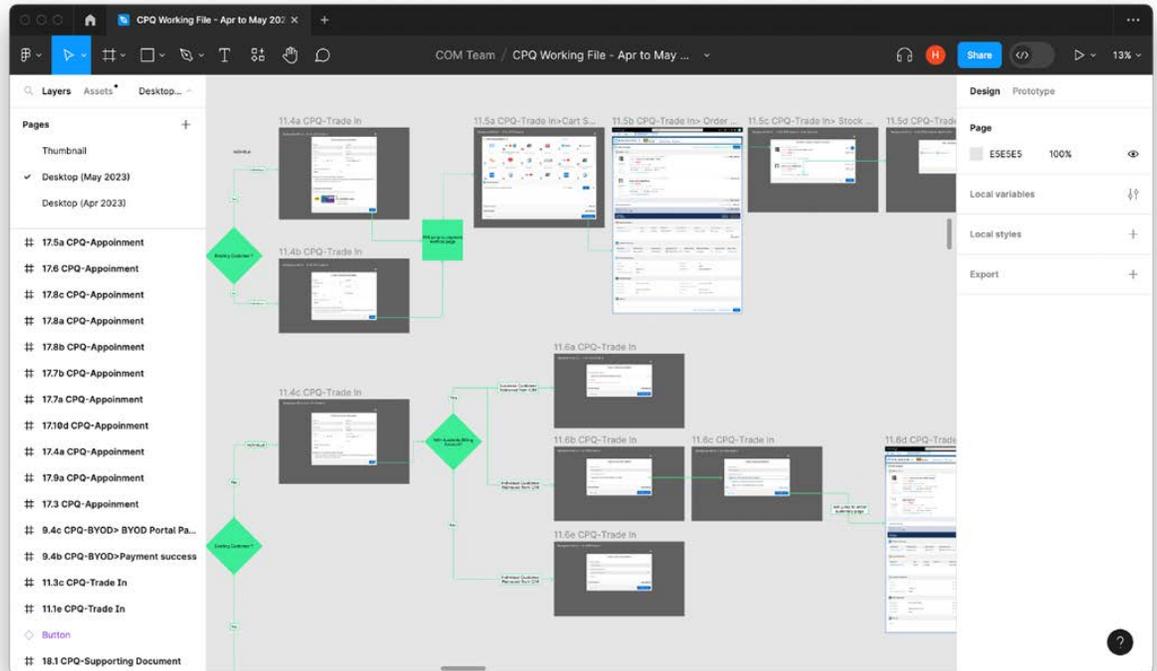
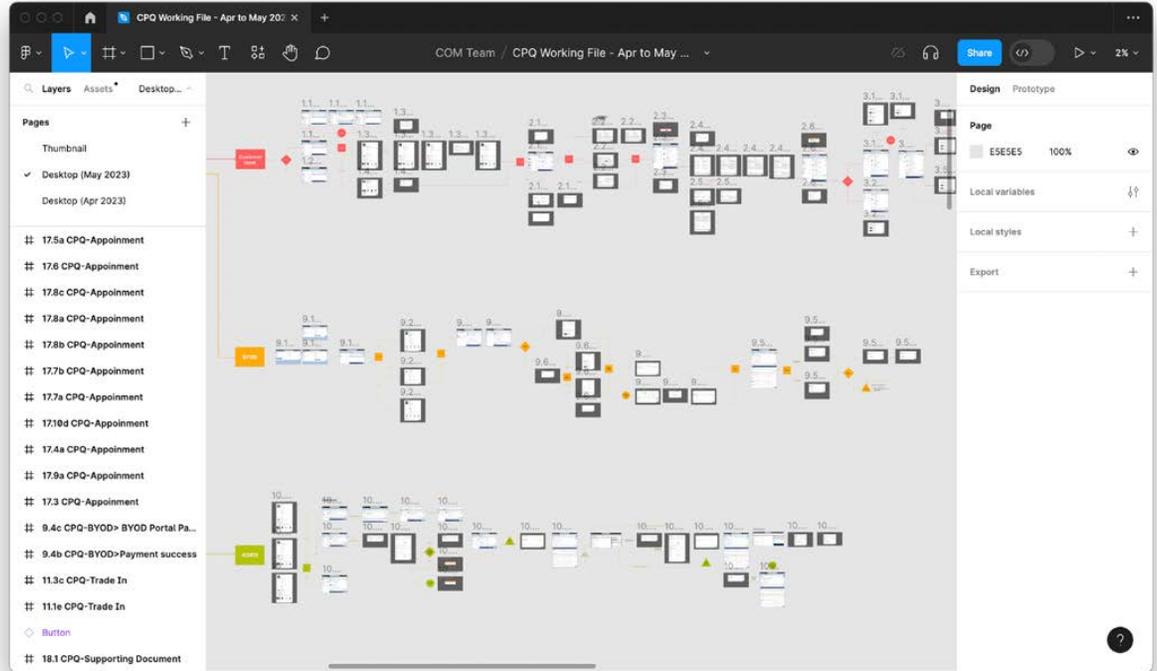
The Configure Price Quote (CPQ) system is a vital tool for HKT's internal use. It is responsible for a wide range of functions, including product selection, payment processing, appointment creation, goods returns, advance orders, and more. This project is custom built in the Salesforce CRM system, this is one of the challenge, another challenge is CPQ combined different business models and needs all in one.

## MY ROLE

An interaction and Visual designer (UI Designer) project lead, UX writers.

## RESPONSIBILITIES

- Work closely with the Business Analyst team to review and analyze the problems /user stories in JIRA
- Conduct research to come up with most practicable solutions
- Create the hi-fi prototype
- Cross-check with the engineers team to confirm that the system can support the new requirements
- Usability Test
- Update the Prototype



## ONE OF THE PROJECT HIGHLIGHT

### PAIN POINT

- Users feel intimidated when writing English content and worry about making grammar mistakes or editing the information incorrectly or omitting important details in the email before sending it out to clients.

### GOAL

- To minimize instances of user language-related embarrassment and increase confidence in English communication, it is important to ensure that all email content adheres to company requirements.
- To reduce the risk of unnecessary errors that could potentially impact customers' perceptions.

### SOLUTION

- Templates and input boxes for the necessary edit sections.
- Include a review page before sending out the final version.

Background Ref to —6.5c CPQ-Document Generation - Applied Signature

#### Send Document(s)

Generated Document(s)

Sales Memo

Trade-in Acknowledgement of Received (81108801698790)

Product Information Sheet (4000012)

Product Information Sheet (4000013)

**Recipient Information** [Edit](#)

Salutation	Mr.	Last Name	Ng
Middle Name	---	First Name	Stanley
Written Language Preference	English	Email Address	stanley.ng@gmail.com

**Message Preview**

From: no-reply@hkscl.com  
 Subject: Your generated document for Order #1233324

**csl.**

Dear Stanley Ng,

Thanks for your interest in CSL. Your order #1233324 is now ready. Please refer to the attached documents for details!

Order summary  
 Order number: #1233324  
 Status: Completed

If you have any questions, please contact us at (CS Email) / (CS Wechat) / (CS WhatsApp). We'll be delighted to help.

(Additional Remarks)

Thanks again for your purchase.

Yours sincerely,  
 CSL Sales Team

\*\*\*\*\*  
 Disclaimer: This is a system generated email, so please do not reply. This email is confidential and may contain personal data of other individuals. If you are not the intended recipient, please note that any use or disclosure of this email is strictly prohibited.

<b>CS Email</b>	<b>CS Tel</b>
<input type="text" value="info@csl.com"/>	<input type="text" value="21111111"/>
<b>CS WhatsApp</b>	<input type="text"/>
<b>Additional Remarks</b>	
<input type="text"/>	

[Cancel](#) [Preview](#)

#### Signature

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You may also contact Salesman at: 87520714.

Thanks again for your purchase.

Yours sincerely,  
 CSL Sales Team

\*\*\*\*\*  
 Disclaimer: This is a system generated email, so please do not reply. This email is confidential and may contain personal data of other individuals. If you are not the intended recipient, please note that any use or disclosure of this email is strictly prohibited.

[Cancel](#) [Send](#)

ONE OF THE PROJECT HIGHLIGHT

PAIN POINT

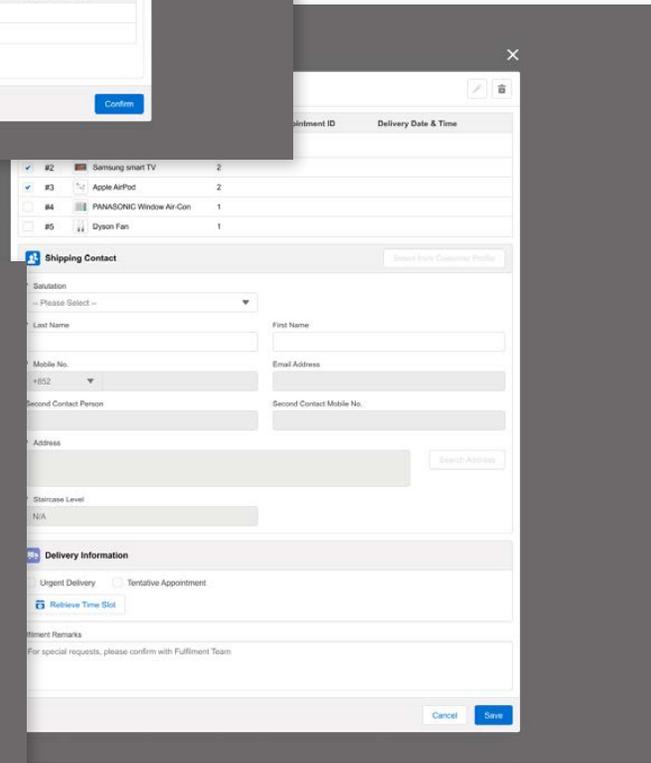
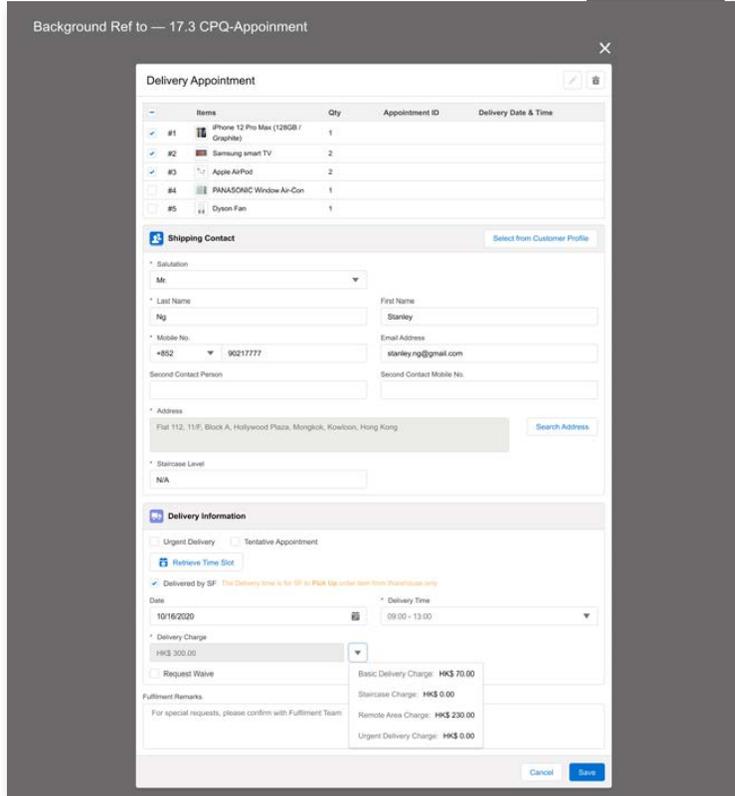
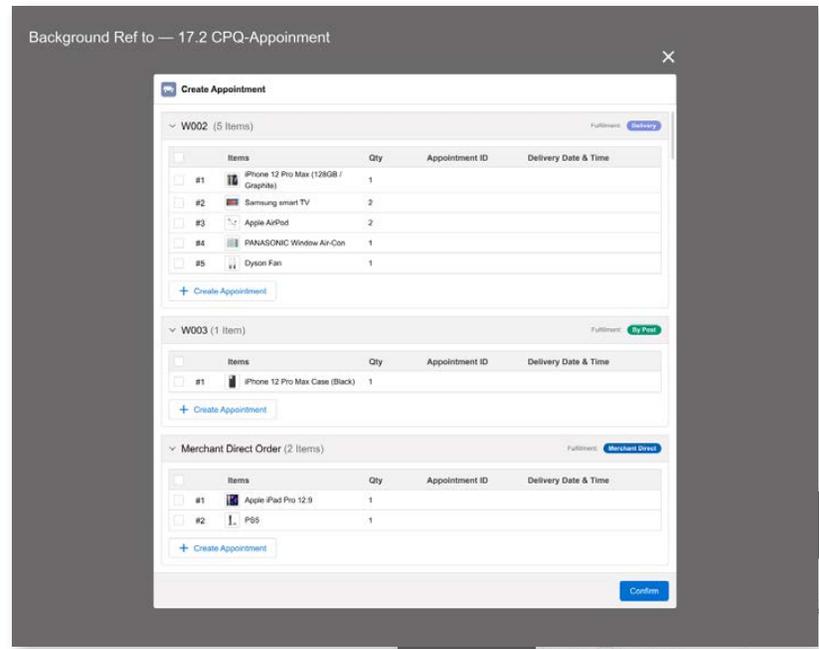
- Users find it difficult to remember all the different delivery methods available and match them with the appropriate logistics.
- users often encounter challenges when it comes to effectively communicating delivery time and cost to their customers.

GOAL

- Improve efficiency, implement clear logistics procedures. This will save time for new staff members by streamlining the education and pick-up process using a simplified system.
- Provide up-to-date information to communicate more effectively with customers and build trust and integrity.

SOLUTIONS

- A clear, spacious warehouse and fulfillment table are available for users to create a single appointment for each.
- The appointment includes delivery/pick-up time slots and charge details.



# SMARTCHARGE

## OVERVIEW

SmartCharge App is a mobile application created by HKT and CLP to address the entire process of charging electric vehicles (EVs). The app aims to provide a user-friendly and efficient charging experience for EV owners.

However, the original SmartCharge App was difficult to use and lacked a clear purpose, which resulted in low adoption rates. In response, the development team decided to restructure and enhance the user experience to attract more users.

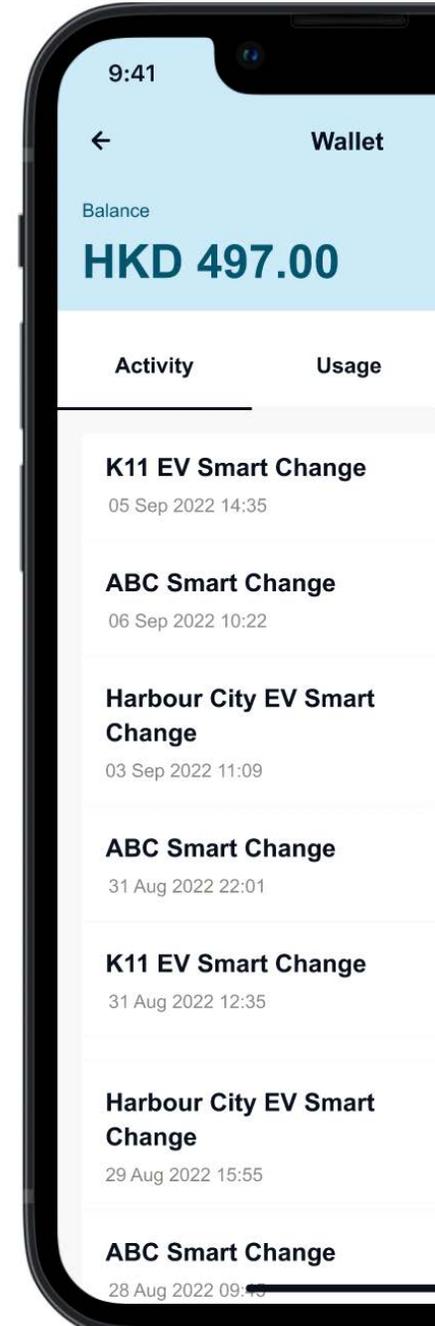
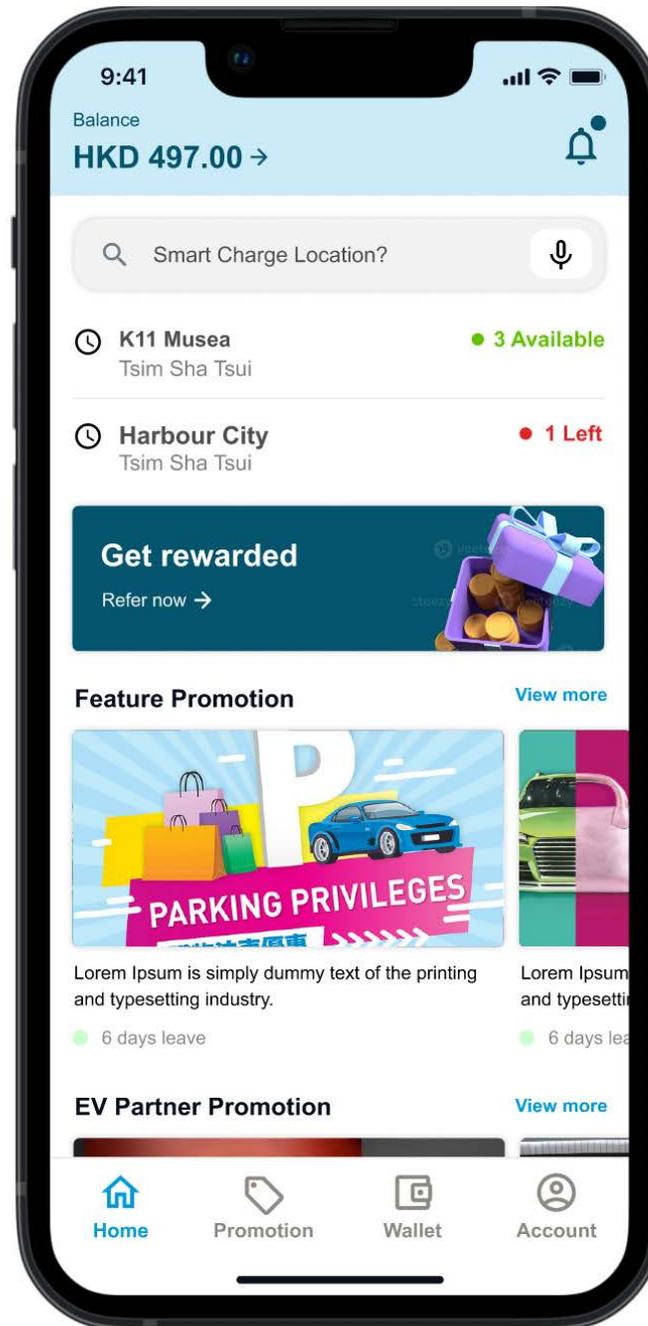
## MY ROLE

UX (Interaction and Visual Design) project lead, UX Reserach.

## RESPONSIBILITIES

- Pirmary Research
- Interview with 5 participantsfocus and define the users pain point, persona
- Ideate and print out the solutions
- Create hi-fi prototypes with the highest priorities problems only
- Present to Stakeholder

(Not Published)



## ONE OF THE PROJECT HIGHLIGHT

### PAIN POINT

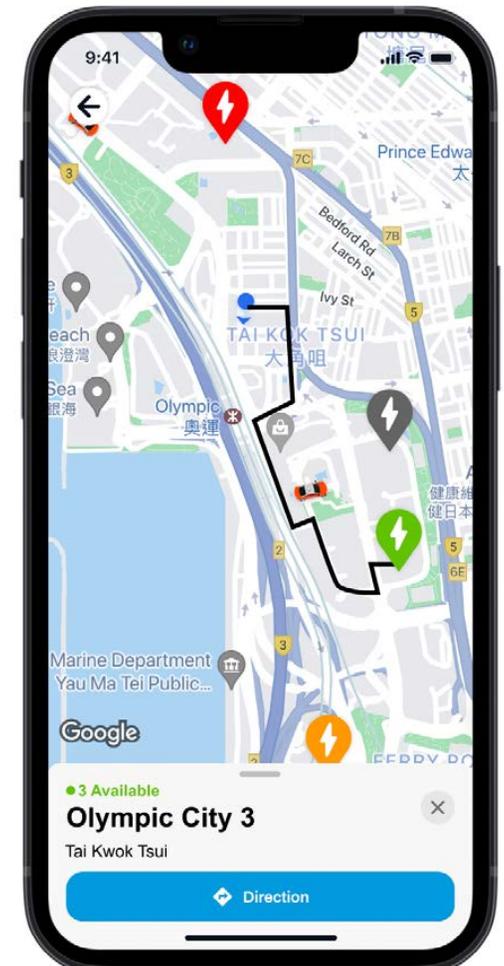
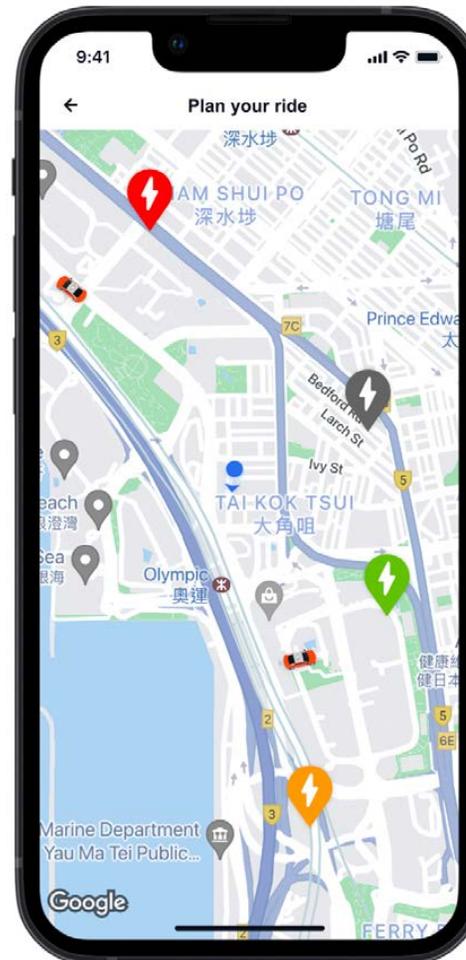
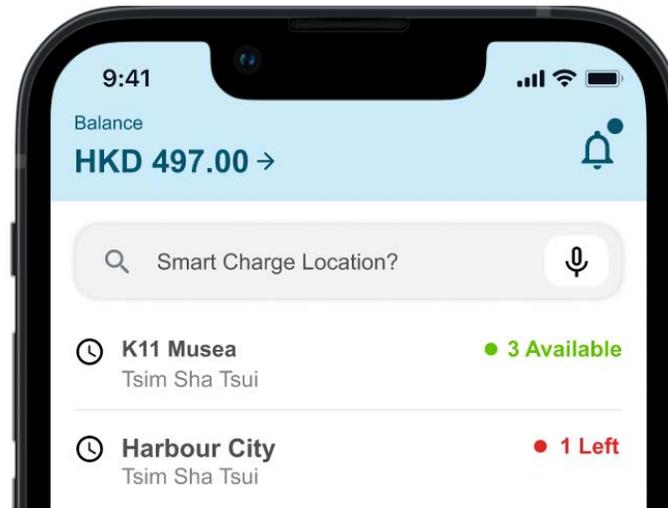
- Users struggle to find nearby EV chargers when they are unfamiliar with the area.
- Feel disappointed and at risk when user arrive at a fully occupied charging spot.
- Users face difficulties in copying and transferring addresses to Google Maps for directions.

### GOAL

- To facilitate efficient decision-making on accessing real-time data.
- Direct users to the closest charging spots but also eliminate the need for additional app redirection.
- Enabling users to operate the system hands-free and enhancing safety during driving.

### SOLUTION

- ATs-Voice control functionality.
- Real-time occupancy status of EV chargers.
- Partnership with Google Maps for directions.



# SCANDALE

## OVERVIEW

Scandale is a historic French lingerie brand that was founded in the 1930s. The brand was relaunched in 2021 with a new image that focuses on garments and sustainability. In September 2021, a responsive e-commerce website was launched, along with a pop-up store in France.

## MY ROLE

The sole UX designer(Interaction , Visual and Motion), UX researcher, UX writers, Packaging designer, Branding Designer, Graphic and media designer in the start-up company.

## RESPONSIBILITIES

- Rebranding
- Brand Identity
- Research with interview 15 participants, Competitive audit, create Persona and User Journey
- User flow mapping
- Create wireframes
- Guerrilla studies in WEWORK community area
- Review and create Prototype
- Create design system
- Pass to Engineers and follow up the progress
- Quality assurance (QA)
- Launch

New logo

soandale  
scandale™

New logo mark



ONE OF THE PROJECT HIGHLIGHT

PAIN POINT

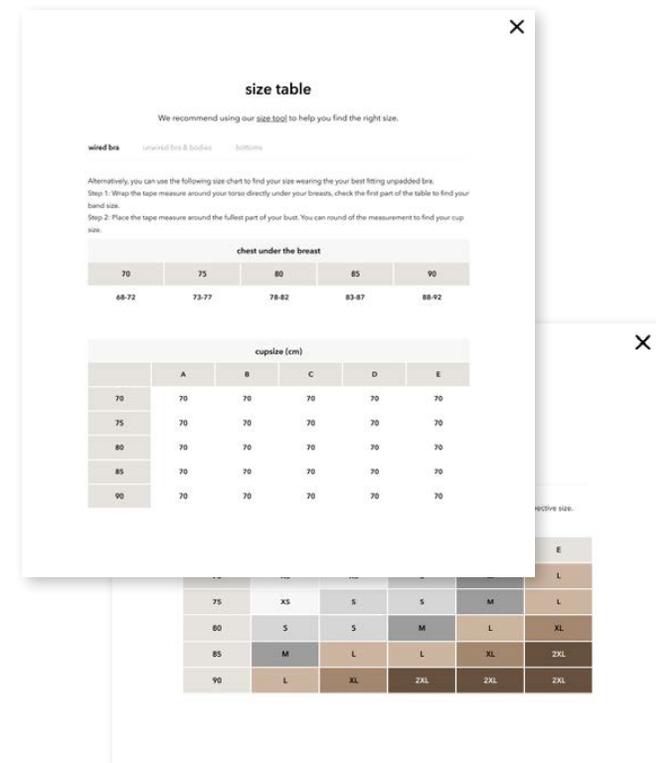
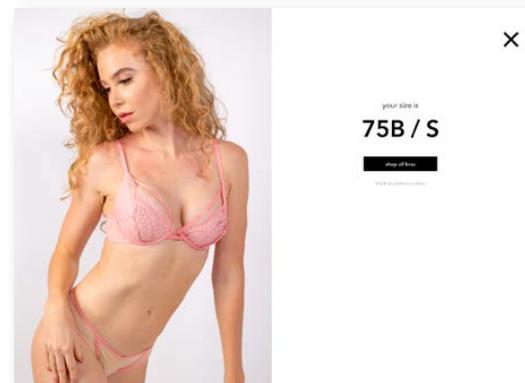
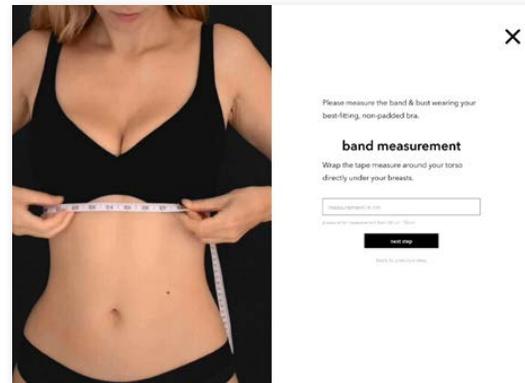
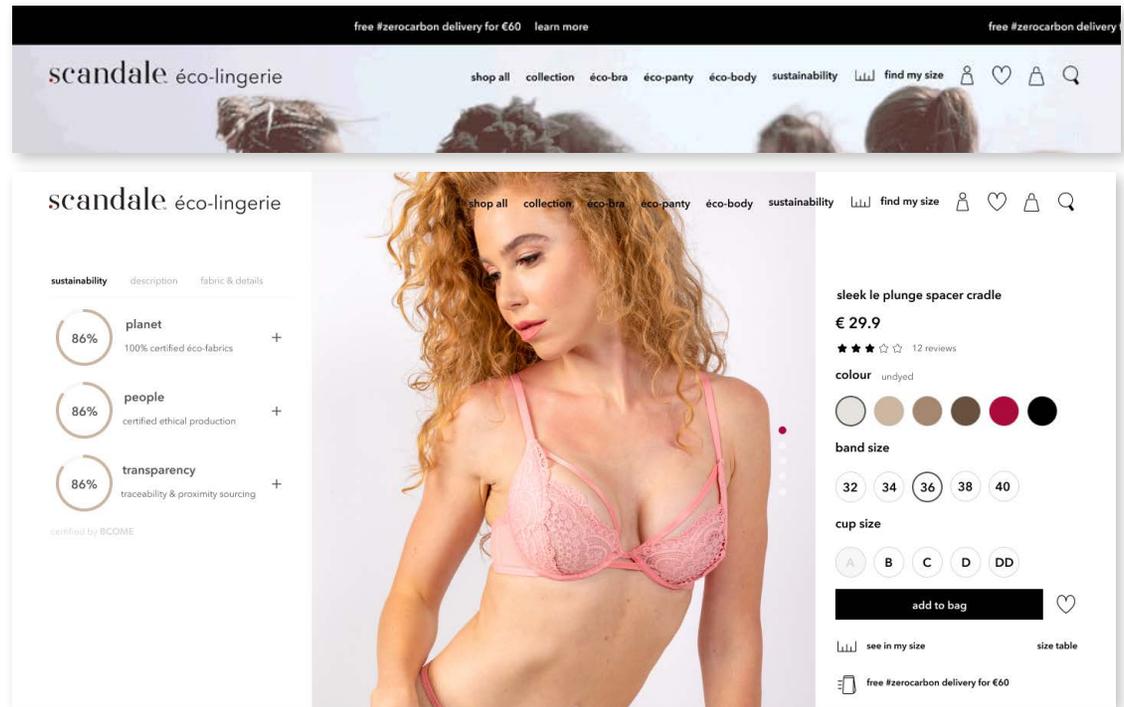
- Users often struggle to find the right size, especially when trying a brand for the first time.
- Users do not have the knowledge to accurately measure their body size.
- Users disappointed have to return the ill-fitting after a long wait, also concerned about return cost.

GOAL

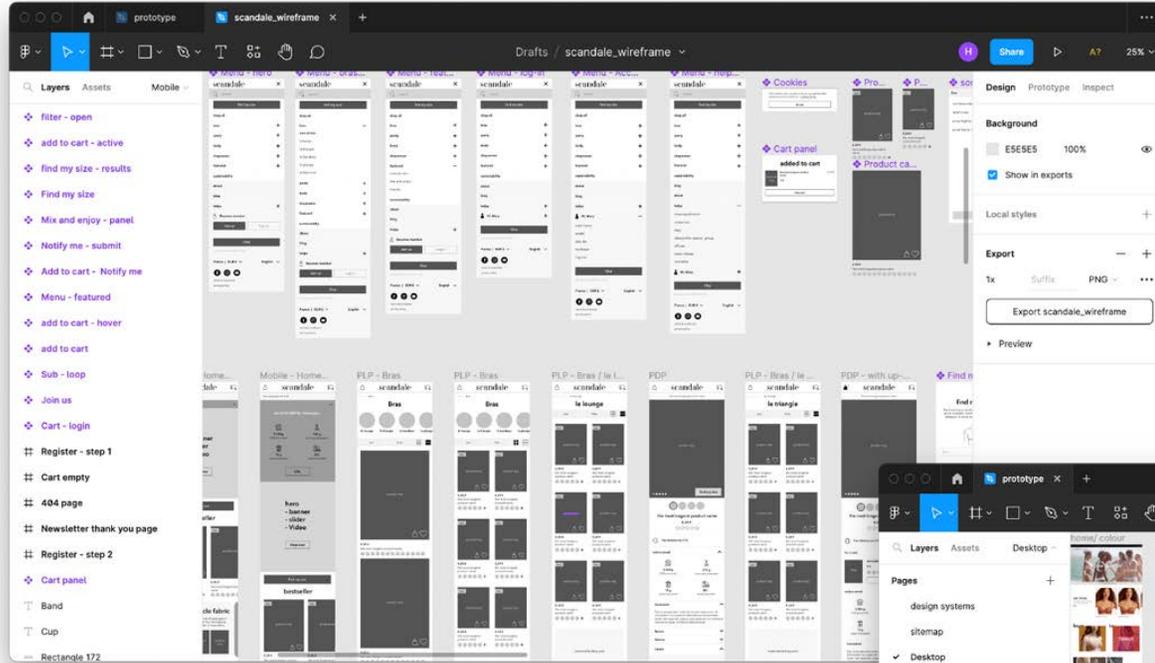
- Educate users on how to measure their body size accurately by providing clear instructions for measuring different body parts, such as chest, waist, hips, etc.
- Include diagrams or images to visually guide users in taking accurate measurements.
- Potential users from worldwide, provide size conversion charts or guidelines to accommodate their needs.

SOLUTION

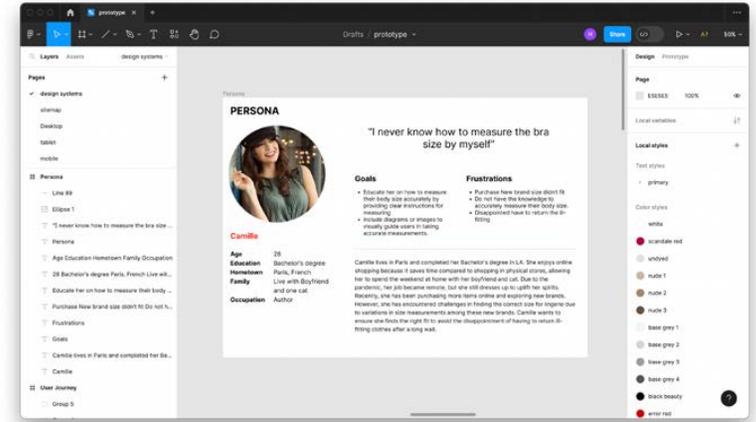
- Provide fitting tools that help users find the right size with just a few steps.
- Create a video demo demonstrating how to measure oneself.
- Offer detailed size charts by centimeter.



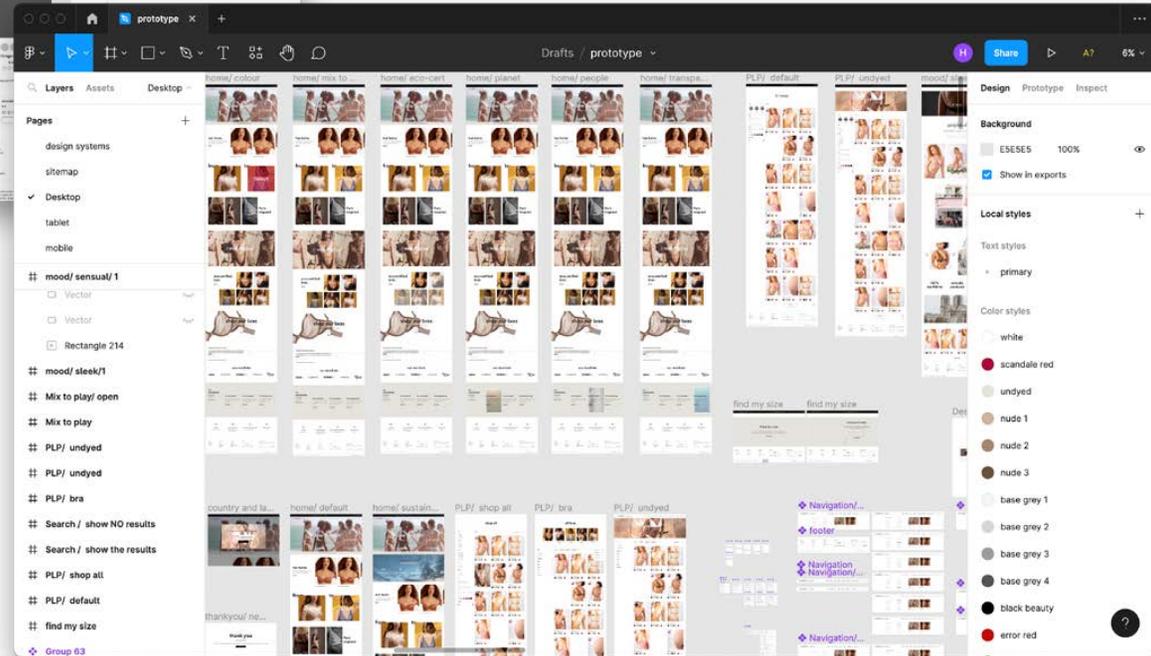
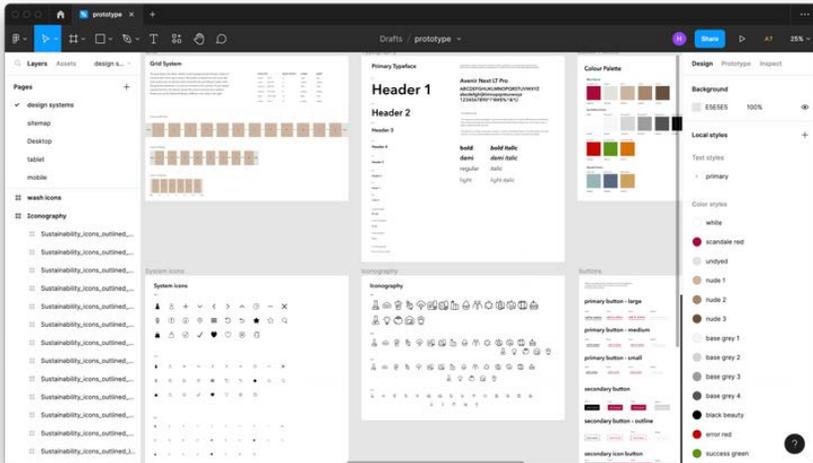
Wireframe showcase - detail pages



Persona



Design systems guideline showcase



Prototype showcase - detail pages

# HKTDC

## OVERVIEW

The Hong Kong Trade Development Council (HKTDC) is a statutory body established in 1966 to promote, assist, and develop Hong Kong's trade.

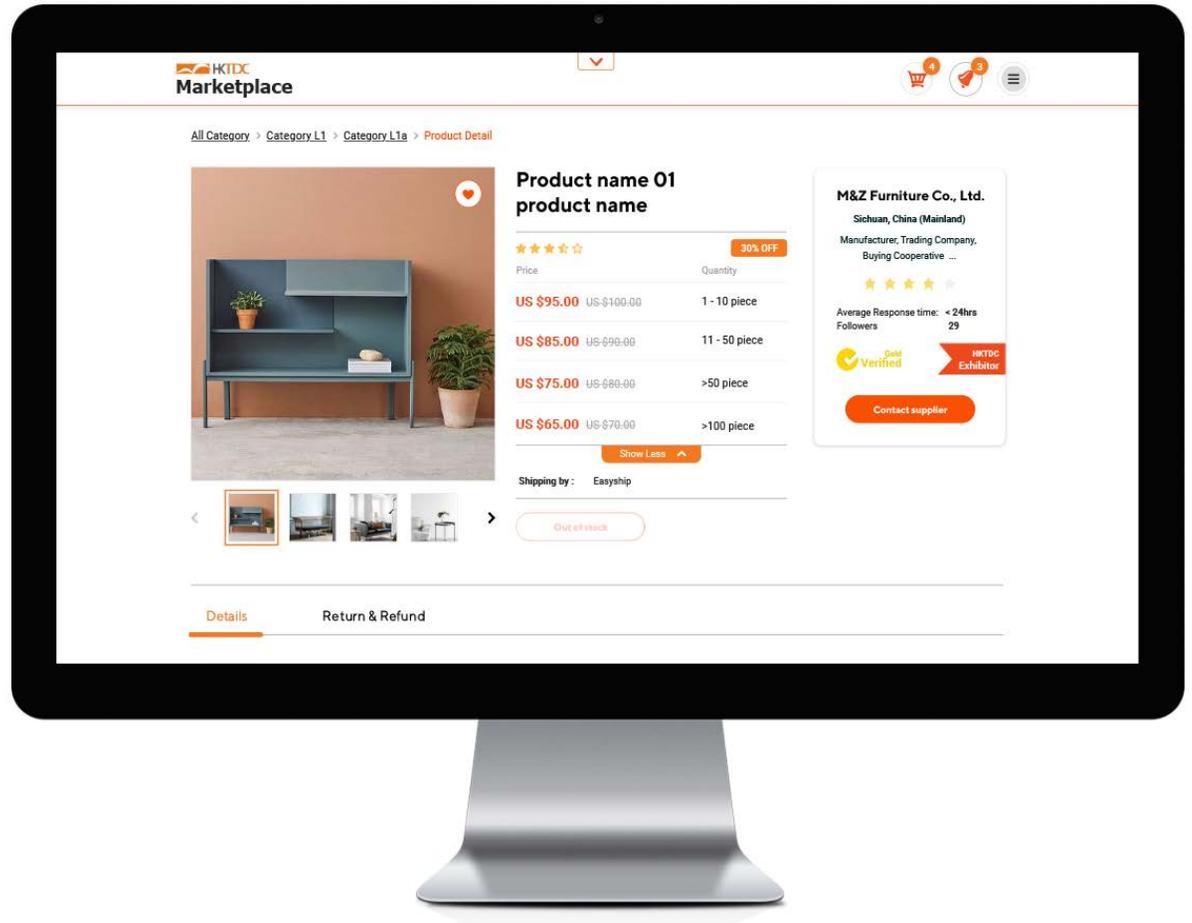
HKTDC has an online sourcing website for connecting global buyers and suppliers. The project's aim is to enhance their sourcing website to improve both the buyer and supplier user experience. We have a UX researcher team that will come up with clear problem statements.

## MY ROLE

UX designer (Interaction, Visual and Motion)

## RESPONSIBILITIES

- Analyze the UX research report to gain insights into the user's background, pain points, and personas
- Create wireframe
- Discuss with the Project owner section by section Create the Prototype
- Create detail design system guideline
- Pass to Engineer
- Launch



ONE OF THE PROJECT HIGHLIGHT

PAIN POINT

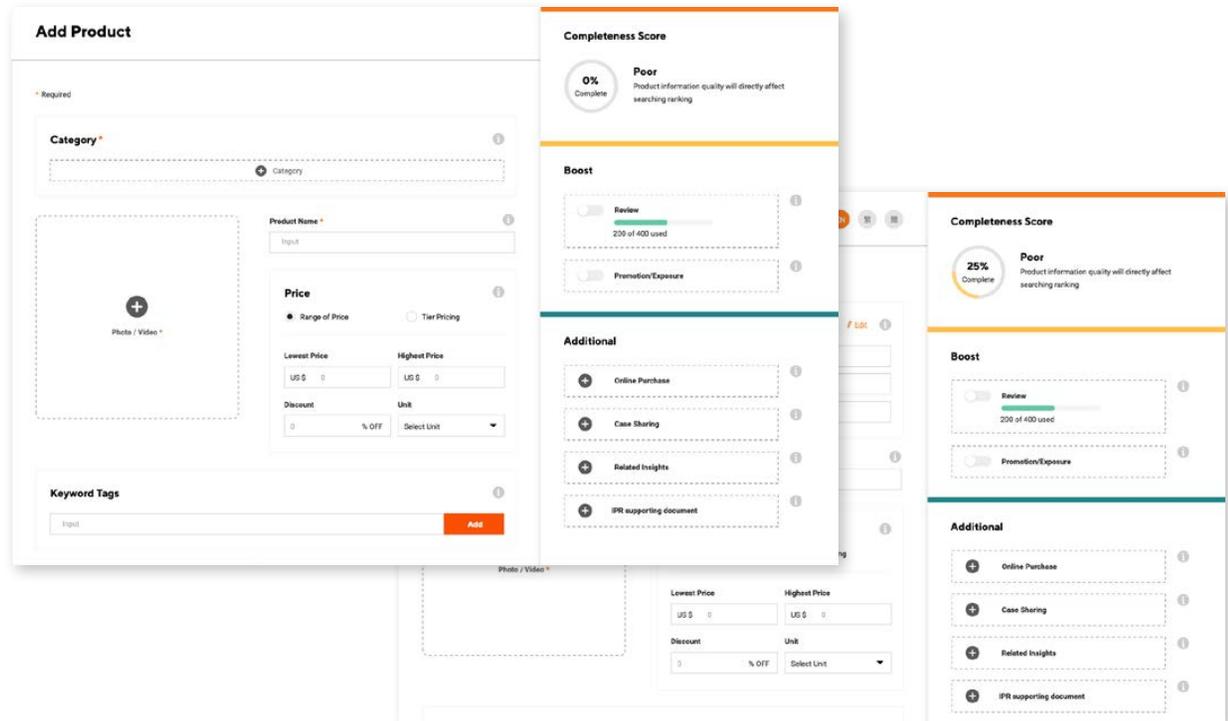
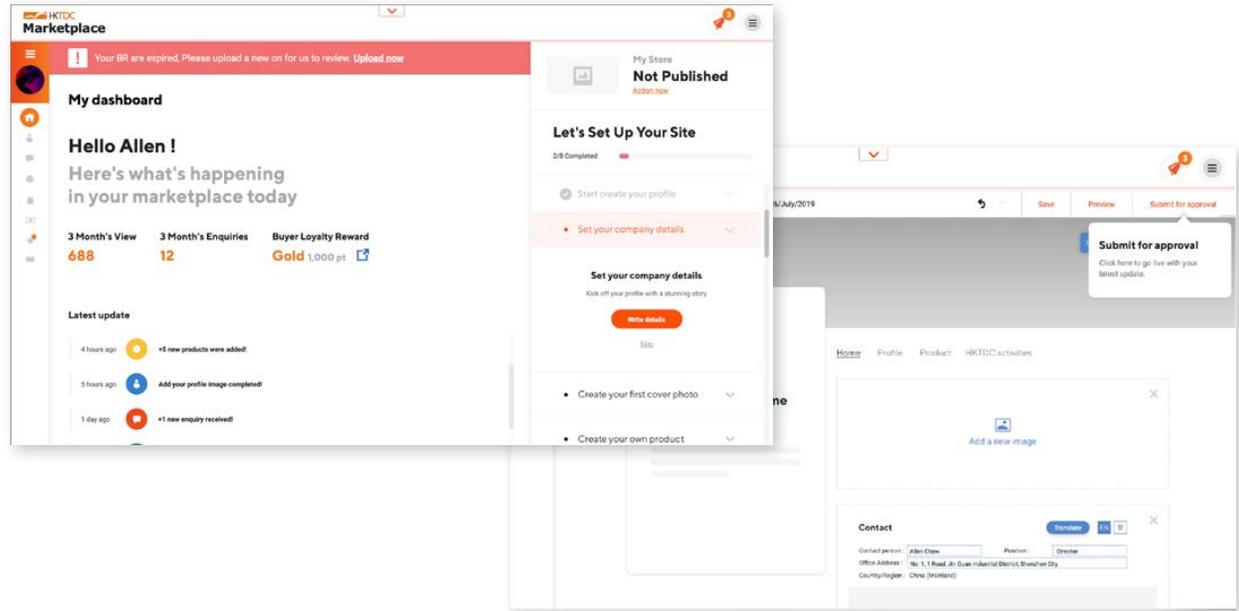
- Suppliers struggle with updating product details using a complicated system.
- Buyers feel disappointed when the website displays incomplete product details and low-quality images.
- Buyers are concerned about the professionalism of the supplier.

GOAL

- Have a guarantee mechanism to increase buyers' trust in the platform.
- Provide clear guidelines and a completeness score to encourage and assist the supplier in completing the product page, creating a win-win situation.

SOLUTION

- Create a Supplier Profile detail page that includes HKTDC official verification and reviews.
- Simplify the product upload flow with a step-by-step process, and encourage suppliers to complete all the fields with a score-based system.
- An approval stage has been added to ensure product details meet HKTDC standards before publishing on the website.



## Style Guide

### Pop up message

Website Style Guide - Created by AF Trinity Technologies Limited 17

Here are the General system pop up message modal:

Desktop 1280px <

Title  
TT Norms Bold  
30pt

Content  
Roboto Regular  
20pt

Mobile 360px

Title  
TT Norms Bold  
30pt

Content  
Roboto Regular  
14pt

### Desktop - Navigation, sidebar and footer

Website Style Guide - Created by AF Trinity Technologies Limited 18

The Navigation will have different content when it comes to different situation. They are defined as Member, Guest and Simplify.

Desktop 1280px <

- 1) Member Navigation**  
After you register as member and login to the account. The navigation will show the Cart and the notification icon.
- 2) Guest Navigation**  
When the user haven't create a account will be a Guest. As Guest doesn't have the Cart and the notification icon.
- 3) Simplify Navigation**  
The simplify navigation is applied to the situation when we want the visitor to focus on the page they browsing, for example: enquiry service and check-out process.

## Final Report

### Product Discovery

Final Report on HKTDC Online Marketplace - Created by AF Trinity Technologies Limited 3

Homepage

Hero Banner & Search

Popular Keywords

Products, Services and Companies

Search bar with image search

Image search

### Product Discovery

Final Report on HKTDC Online Marketplace - Created by AF Trinity Technologies Limited 4

#### I Homepage

Best Practice	Description	eMP 2.0 Version	Concern Justification
Shorter page length - 2/3 of homepage 1.0, by keeping only the essentials	Higher readability and relevancy of information for improving homepage value thus the intention of browsing on homepage.	Done	/
1) Provide 3 kinds of suggestions: 1) Products, 2) Services, 3) Trends/news	Enhance the breadth of platform services from products sourcing to support business positioning and development by feeding industry news and trends, in order to attract buyers and sellers who have more than just production requirements, which includes other business values to continuously revisit for updating the trends, and eventually increase the homepage traffic.	Provide 3 kinds of suggestions: 1) Products, 2) Services, 3) Companies, trends/news is cancelled	Without the trends/news suggestions, the homepage shows platform positioning on basic sourcing purpose, serving only the buyers and encouraging a single and purposeful search for each time. While buyers are mainly target-oriented, to rush for the search, the homepage usage is still keeping low, acting as a transition page rather than provide long term support function.
Provide login version for feeding personalized suggestions based on users' searching behavior	Improve information relevancy to inspire and support the personal sourcing experience, at the same time to improve homepage usage and strengthen platform opportuneness.	Feature not yet ready, due to technical constraint. The personalise feature on homepage temporary replaces by hot item keywords tag selections, which allow to select and navigate users to the search as a direct link.	Since eMP are dominated by target-oriented buyers, hot products suggestions which are unable to response to their needs would be hard to catch their attention. Moreover, to select and jump to result page through a direct link, acts a similar function as selects hot keywords suggestions in search bar, while the tags are distant to the search bar but placed just on top of the suggestions, users may confused on the function as to control the suggestions below rather than initiate a keywords search, reducing the feature effectiveness.
Define back-end suggestion rules on feeding relevant data, e.g. How to satisfy searching behaviour on same/ varies industry(s); number of search history to be counted; auto-reset if buyers return after a long period?	Support users to develop higher relevant results by more frequent visit, which becomes a inducement to attract users to revisit their self built homepage for a easier sourcing experience.	Depends on subsequent back-end design. Feature not yet ready, due to technical constraint.	/

# UNIQLO EUROPE LIMITED

## OVERVIEW

Uniqlo is a Japanese designer, manufacturer, and retailer of casual wear. Uniqlo Europe Limited is located in London, which serves as the headquarters for all European countries.

## MY ROLE

Web and content designer in e-commercial team

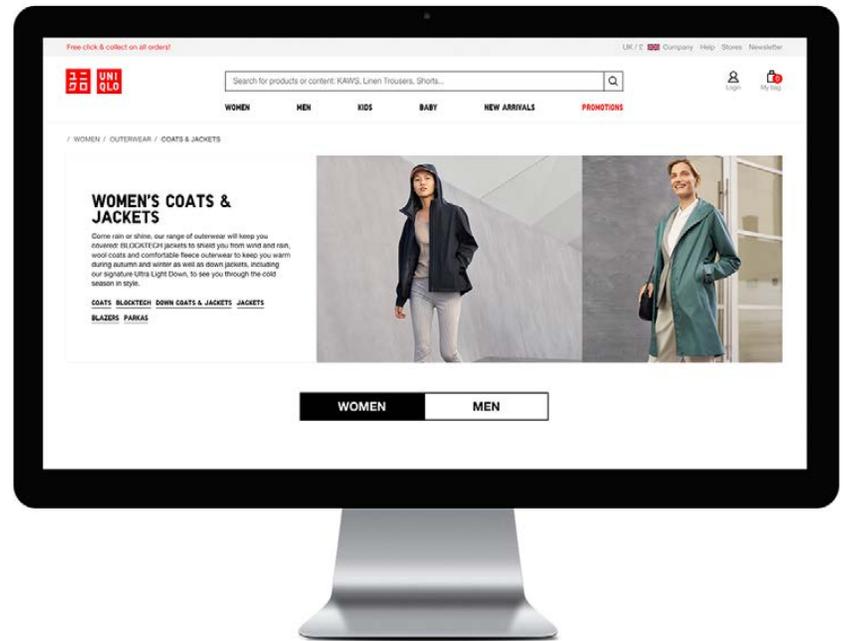
## RESPONSIBILITIES

- Designing web content for the Uniqlo desktop website and app in multiple European market with different language
- HTML and CSS Development
- Work closely with the marketing team, designed e-marketing materials

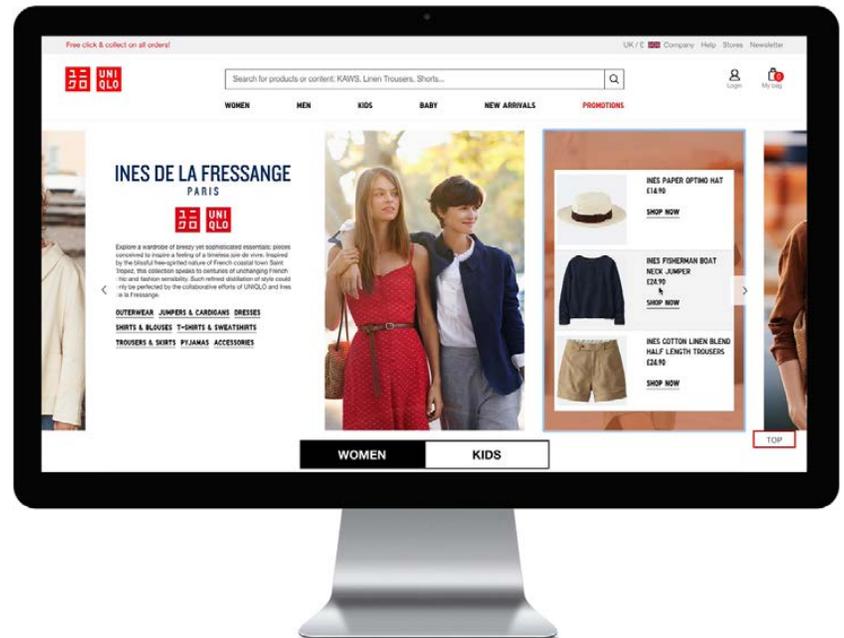
## CASE STUDIES

Here is an example of my daily work: the original banner design on category/feature pages was a simple image banner. However, while working on the new feature page - INES collection - I redesigned the banner to be more interactive. Now, customers can get more information about the products by hovering over the banners. As a result, 90% of the pages have been updated to interactive banners.

BEFORE



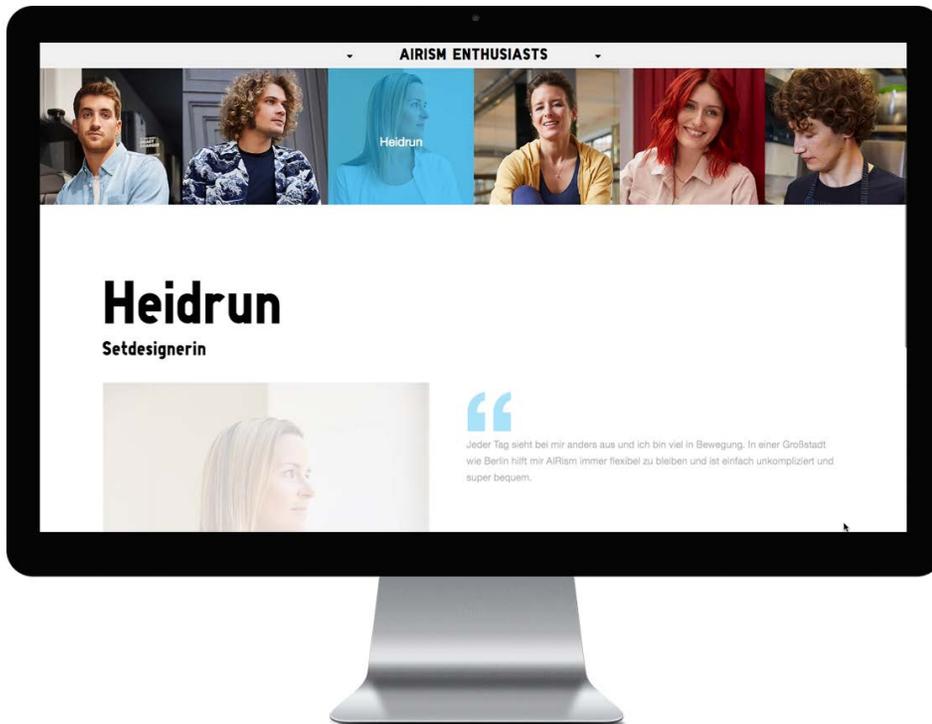
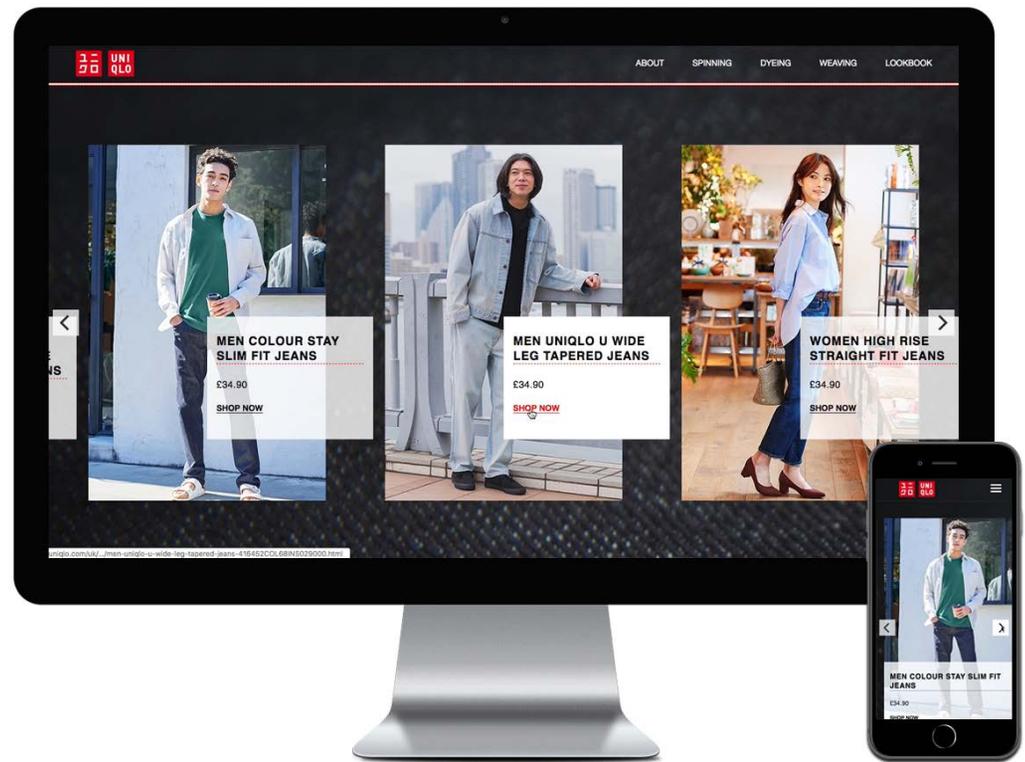
AFTER



## CASE STUDIES

One of the most exciting projects I worked on during my time at Uniqlo was the Uniqlo X Kaihara Denim Microsite. This microsite was created to educate and showcase the collection in-depth to Uniqlo customers. As the microsite had more flexibility with the design output, it allowed me to be more creative while still adhering to Uniqlo's style guidelines. I thoroughly enjoyed working on this project and was proud of the final output.

The Kids, Baby, and AIRism Enthusiasts microsites were created with the help of our in-house programmer. I worked on the web design while the programmer did the coding. The design was creative and interactive, providing a great way to introduce Uniqlo products to customers.



# RABBIT HOLE

## OVERVIEW

Rabbit Hole is an innovative platform that offers real-time NFT marketing insights into the most popular collections currently selling. It is the perfect solution for art collectors and investors who want to stay up-to-date with the latest trends in the market. By providing valuable data and analytics, Rabbit Hole empowers both free and premium users to make informed decisions about their investments.

At Rabbit Hole, the free version of the platform allows users to access a range of exciting features, while premium users enjoy a more personalized experience with advanced features tailored to their specific needs.

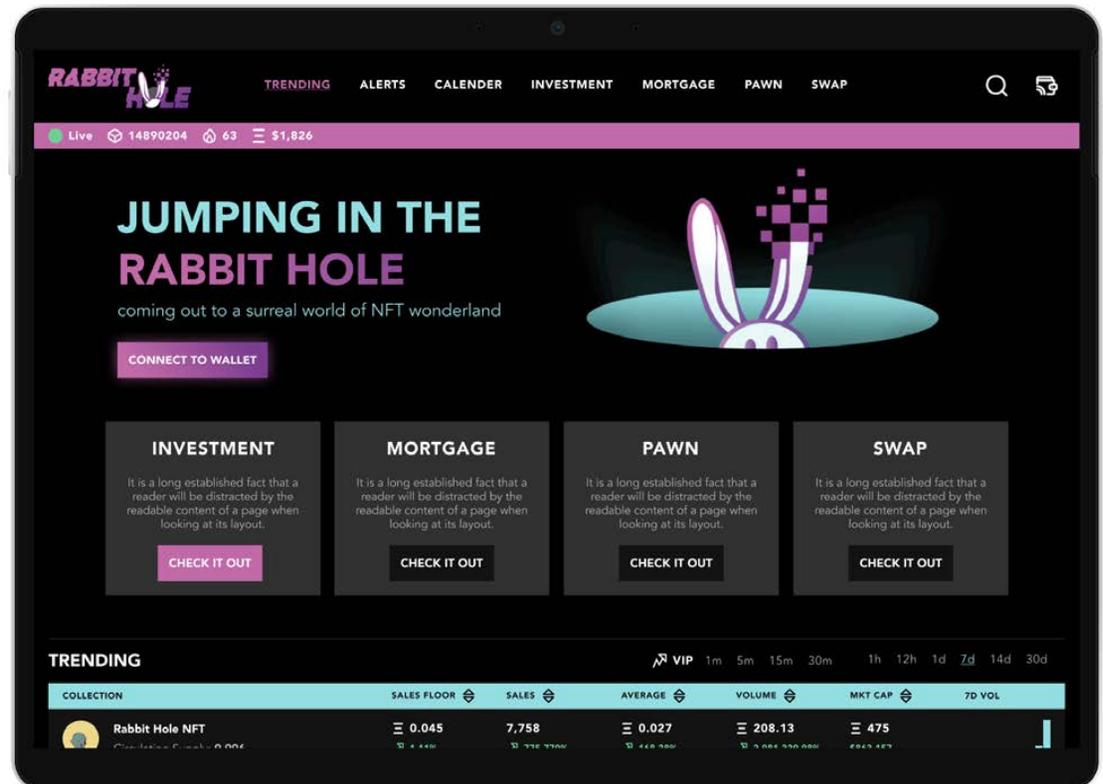
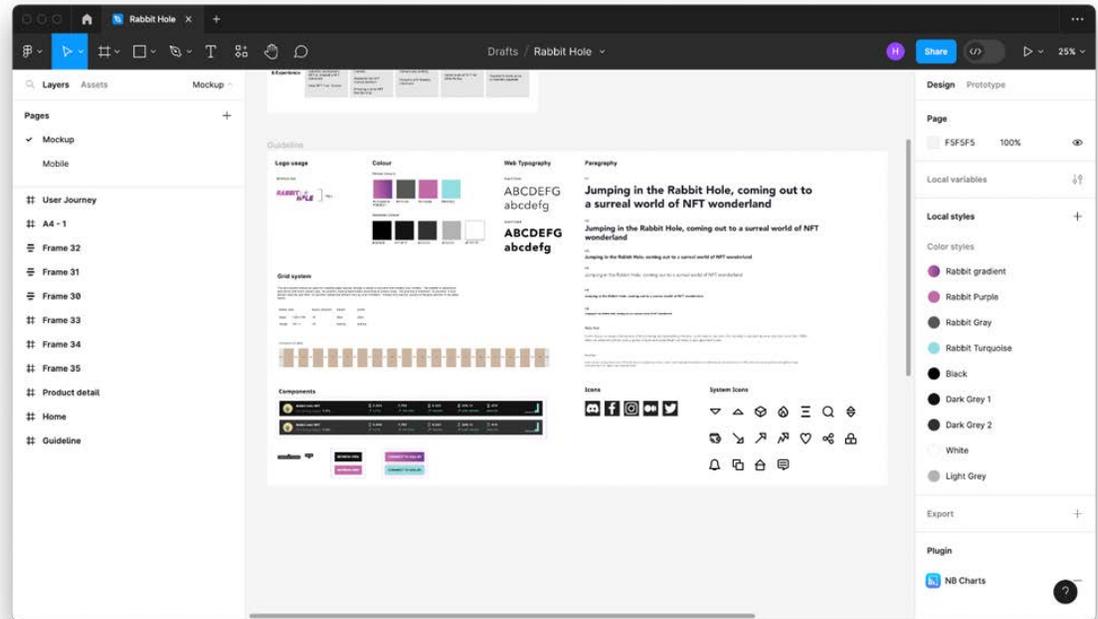
## MY ROLE

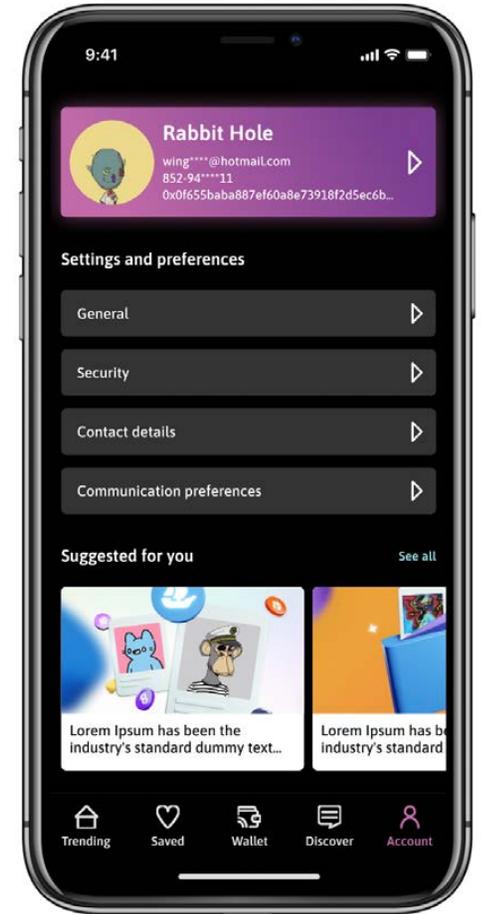
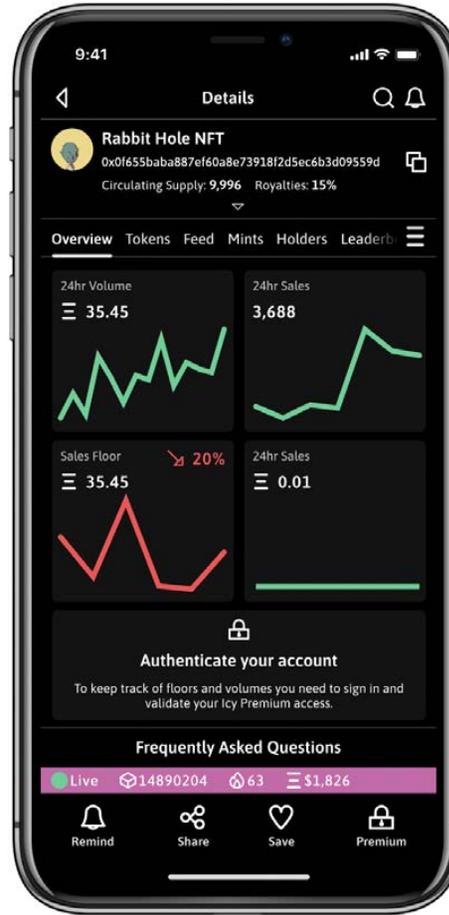
Freelance UX designer (Interaction, Visual and Motion)

## RESPONSIBILITIES

- Competitive audit Research
- Create desktop version and an app platform prototype
- Create Design system
- Quality assurance (QA)

(Not Published)





# M YACHTS

## OVERVIEW

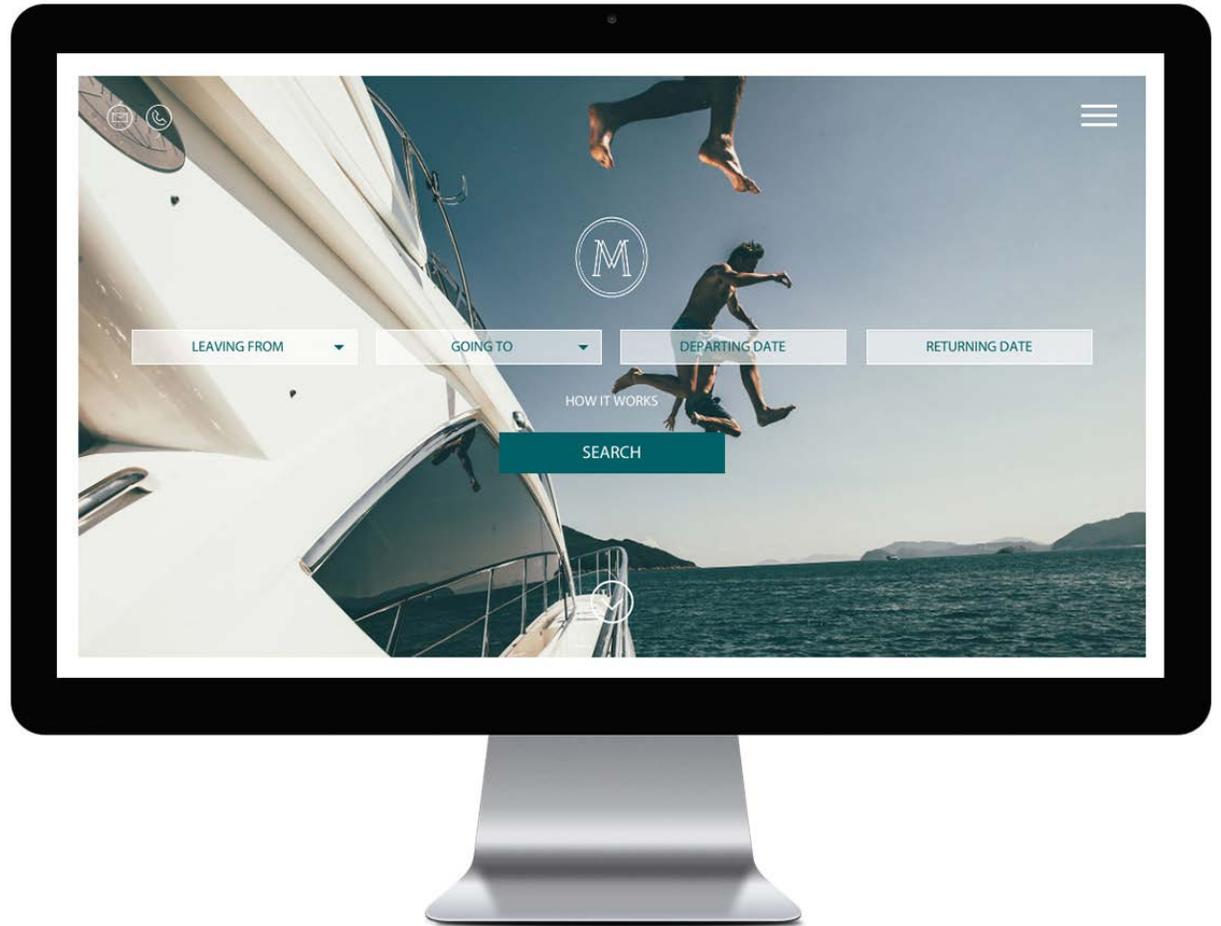
M Yachts is a luxury yacht charter company based in Hong Kong that offers a fully customized online booking system for their customers, making it easier and more convenient for them to plan their yacht trips. As part of their launch, I was requested to design their homepage, as well as the booking interface, to ensure that the company's online presence is as elegant as their yachts.

## MY ROLE

Web and graphic designer

## RESPONSIBILITIES

- Research
- Create clear sitemap and the user flow for booking system
- Create the website pages
- Worked closely with the programmer
- Quality assurance (QA)
- Launch



I aimed to create a seamless online experience for MYachts' customers, so they can easily select and book their desired yacht and itinerary. Our collaboration resulted in an online booking system that is not only aesthetically pleasing but also functional, reliable, and efficient.

In summary, working on M Yachts' website was a fulfilling experience. I was able to showcase my design skills while contributing to the company's success by providing an excellent online booking experience for their customers.

