HAVA SUM

WWW.HAVASUM.COM

CPQ

OVERVIEW

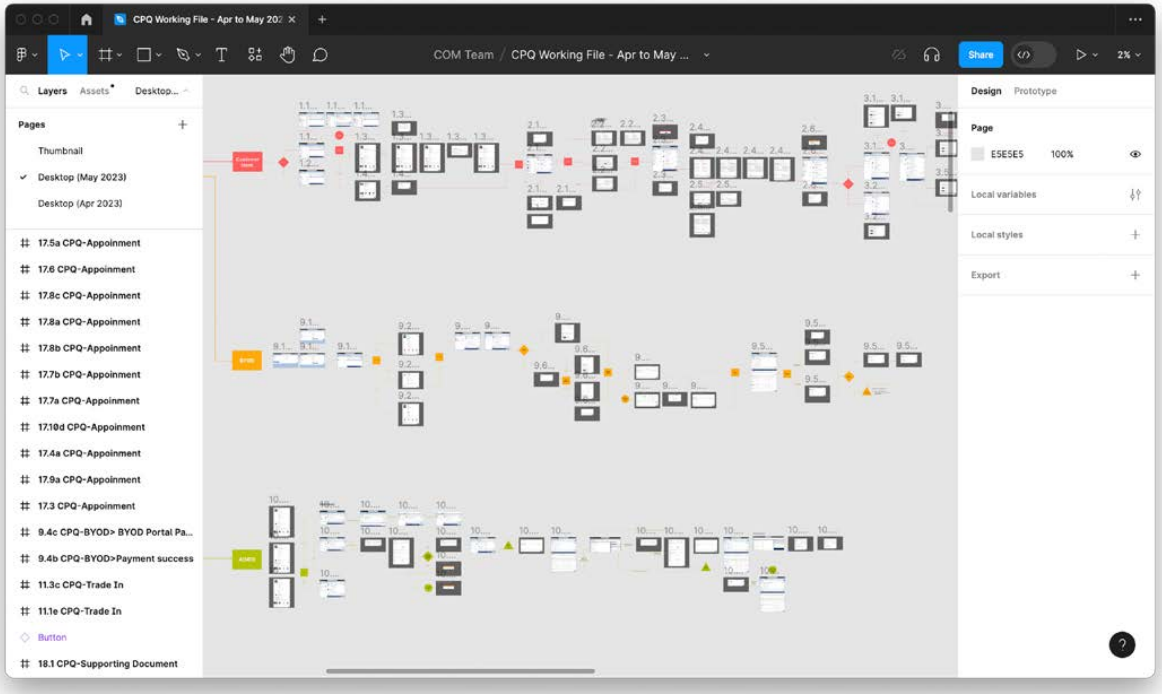
The Configure Price Quote (CPQ) system is a vital tool for HKT's internal use. It is responsible for a wide range of functions, including product selection, payment processing, appointment creation, goods returns, advance orders, and more. This project is custom built in the Salesforce CRM system, this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

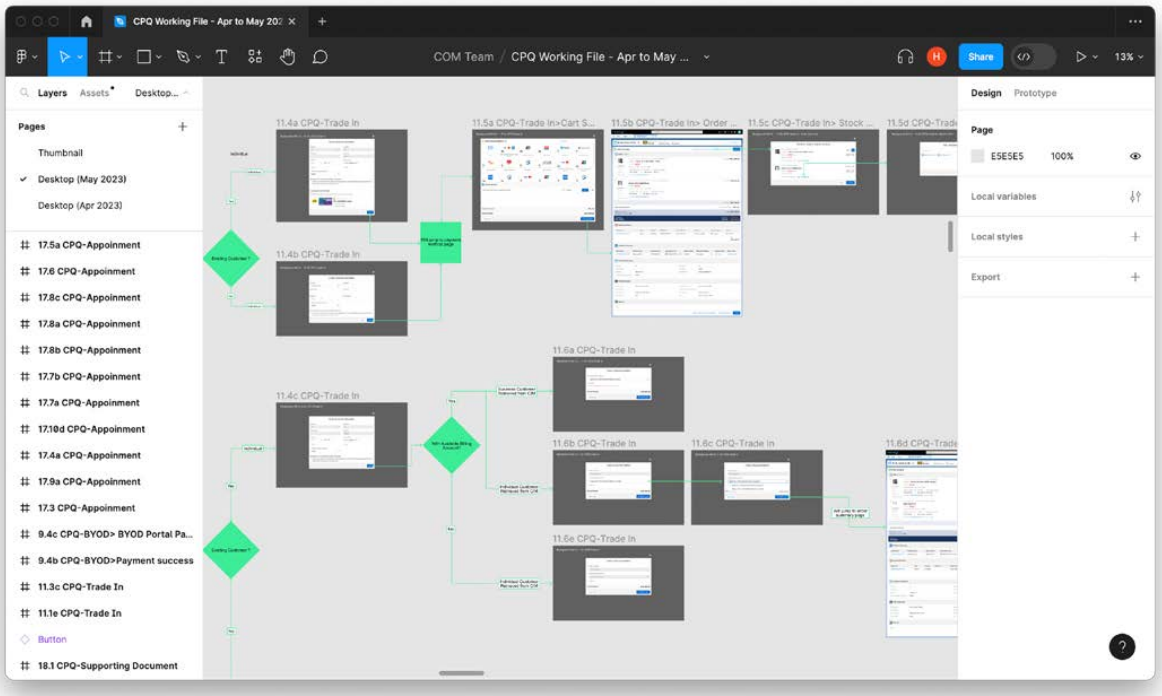
MY ROLE

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

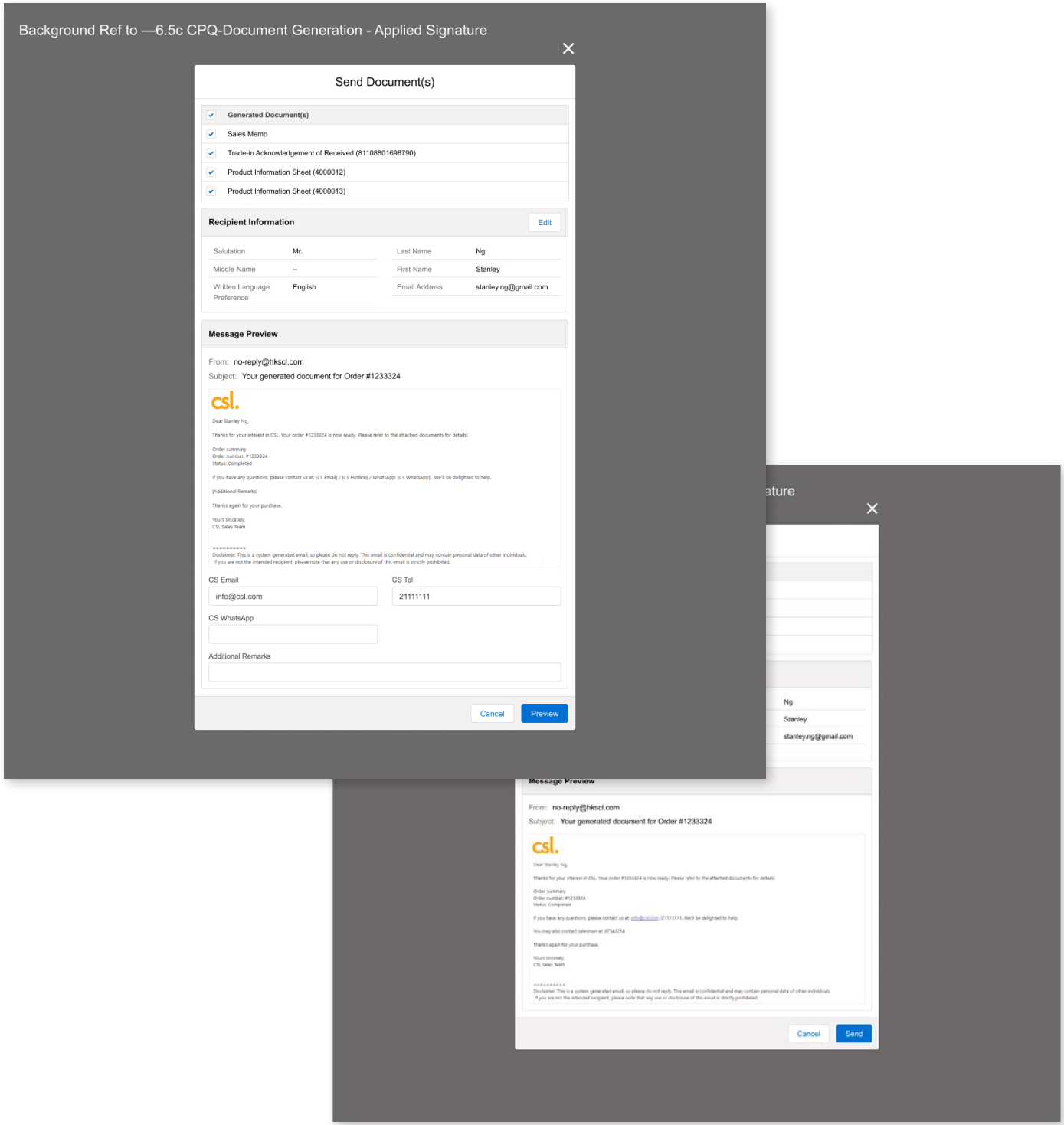
- Users feel intimidated when writing English content and worry about making grammar mistakes or editing the information incorrectly or omitting important details in the email before sending it out to clients.

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.



ONE OF THE PROJECT HIGHLIGHT

PAIN POINT

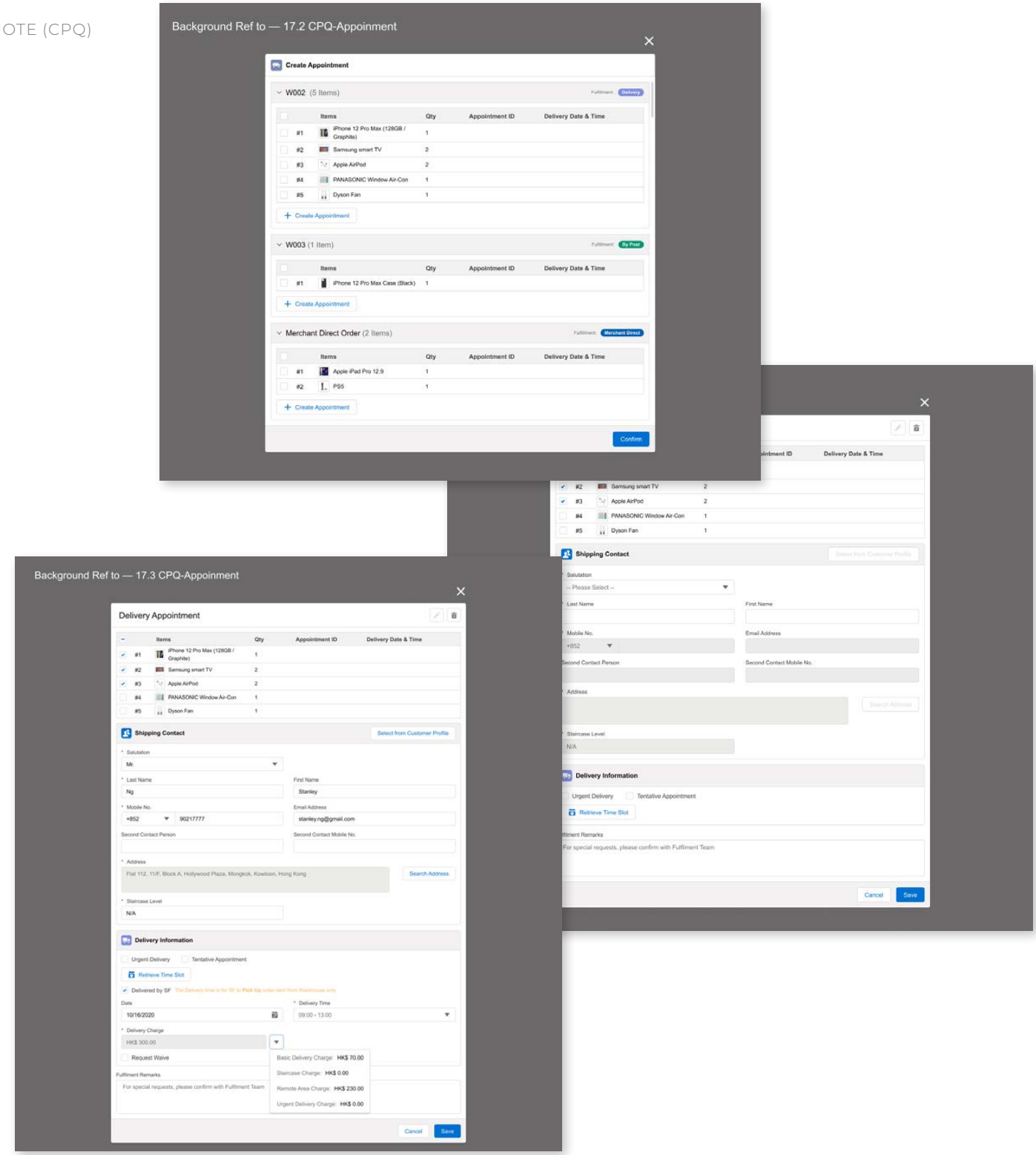
- Users find it difficult to remember all the different delivery methods available and match them with the appropriate logistics.
- users often encounter challenges when it comes to effectively communicating delivery time and cost to their customers.

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.

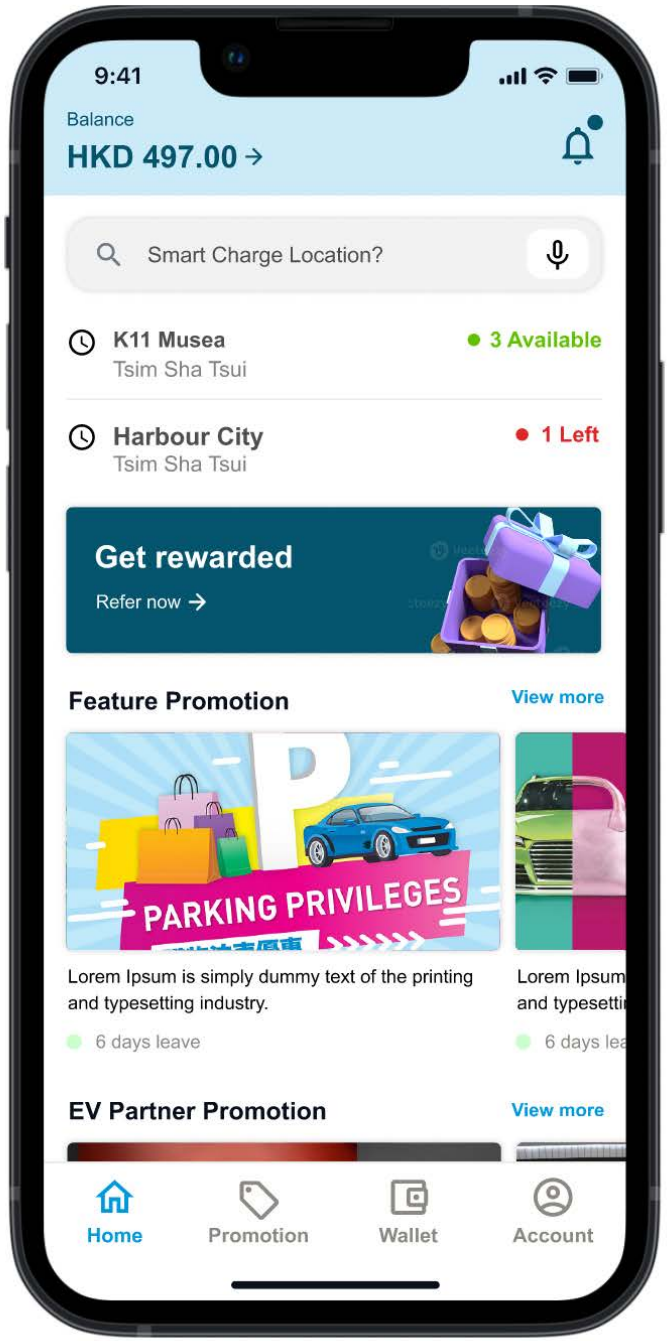
MY ROLE

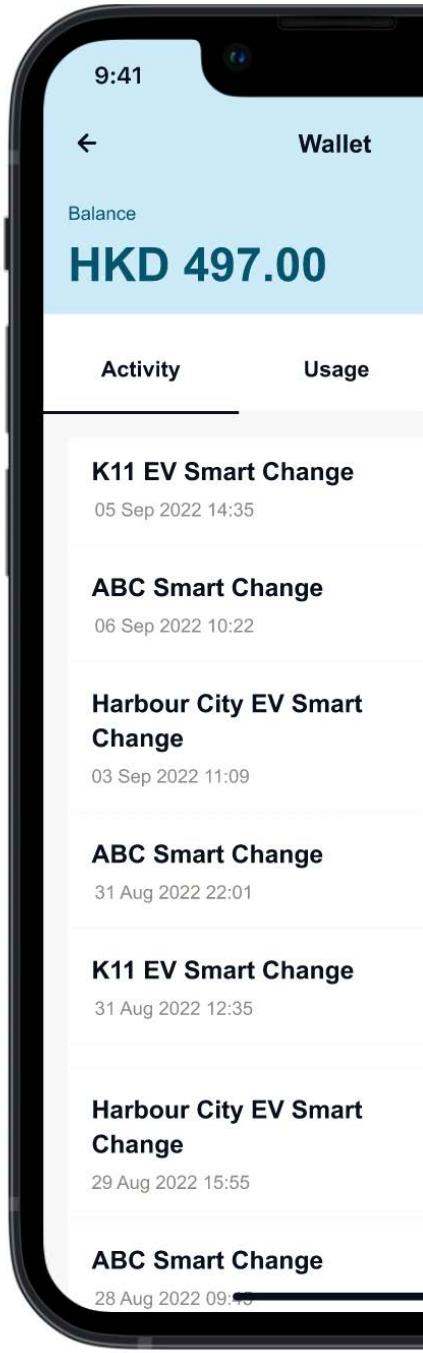
UX (Interation and Visual Design) project lead, UX Reserach.

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

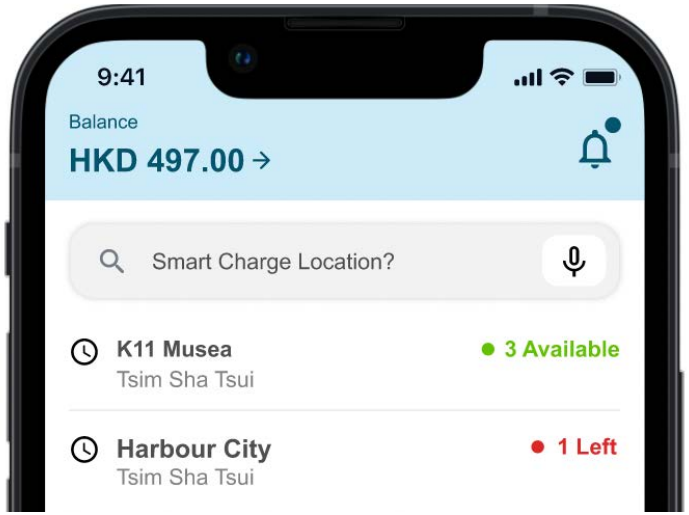
- Users struggle to find nearby EV chargers when they are unfamiliar with the area.
- Feel disappointed and at risk when user arrive at a fully occupied charging spot.
- Users face difficulties in copying and transferring addresses to Google Maps for directions.

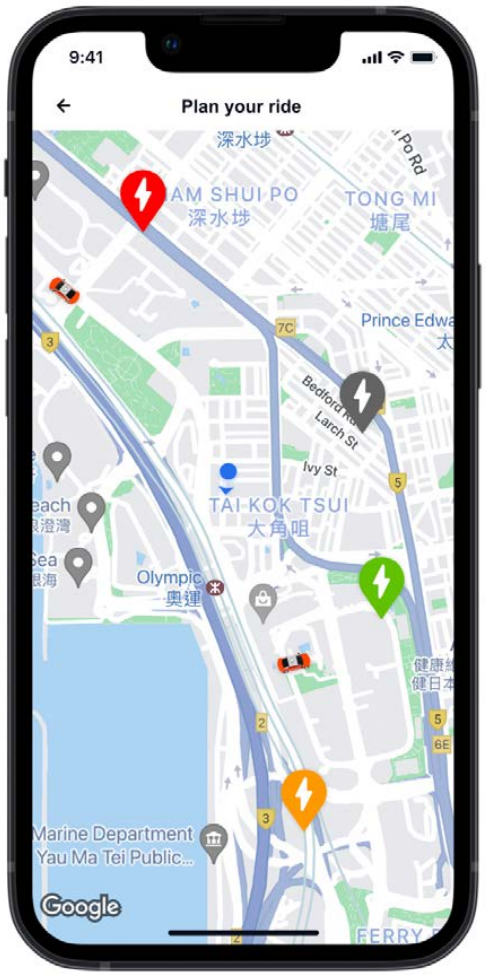
GOAL

- 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

New logo

scandale

scandale™

New logo mark

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(Interation , 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

ONE OF THE PROJECT HIGHLIGHT

PAIN POINT

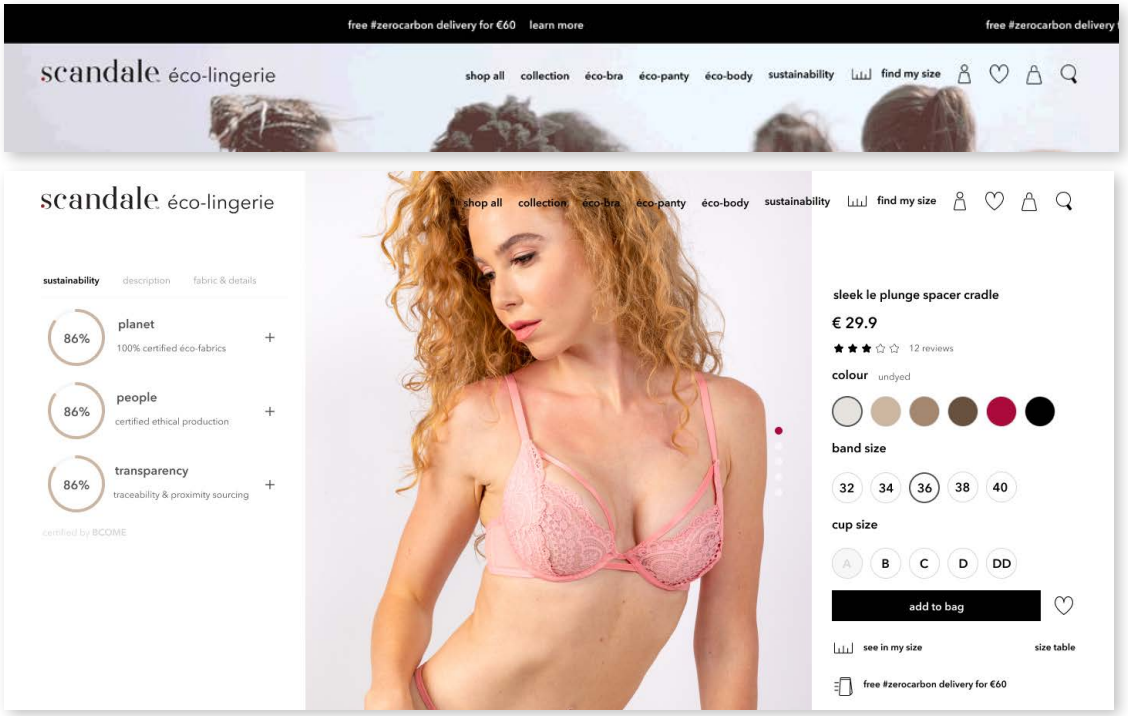
- Users often struggle to find the right size, especially when trying a brand for the first time.
- Users do not have the knowledge to accurately measure their body size.
- Users disappointed have to return the ill-fitting after a long wait, also concerned about return cost.

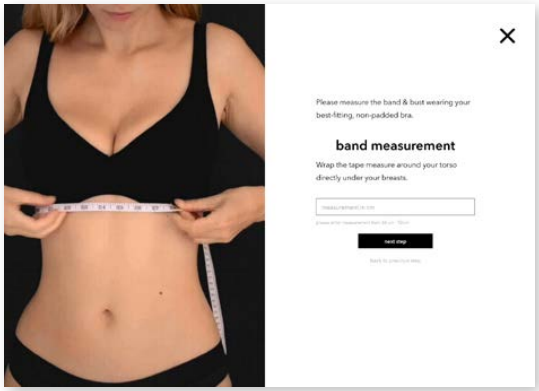
GOAL

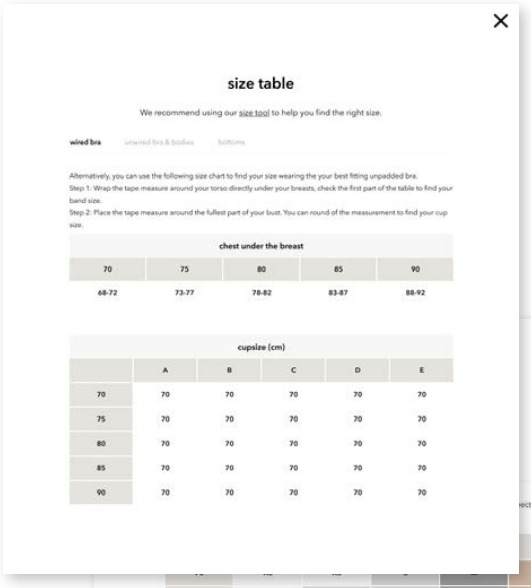
- Educate users on how to measure their body size accurately by providing clear instructions for measuring different body parts, such as chest, waist, hips, etc.
- Include diagrams or images to visually guide users in taking accurate measurements.
- Potential users from worldwide, provide size conversion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

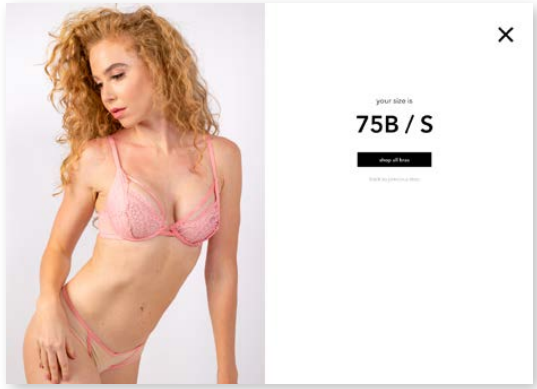
SOLUTION

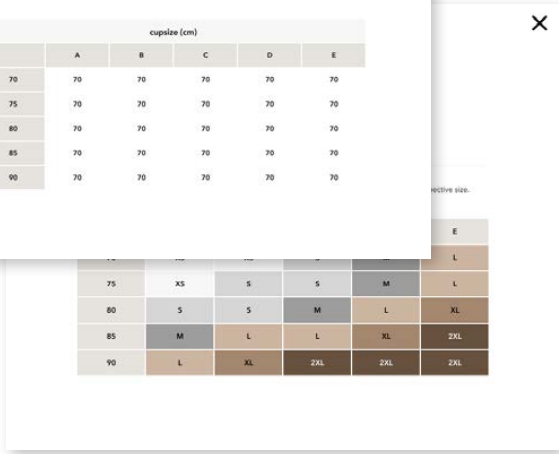
- Provide fitting tools that help users find the right size with just a few steps.
- Create a video demo demonstrating how to measure oneself.
- Offer detailed size charts by centimeter.



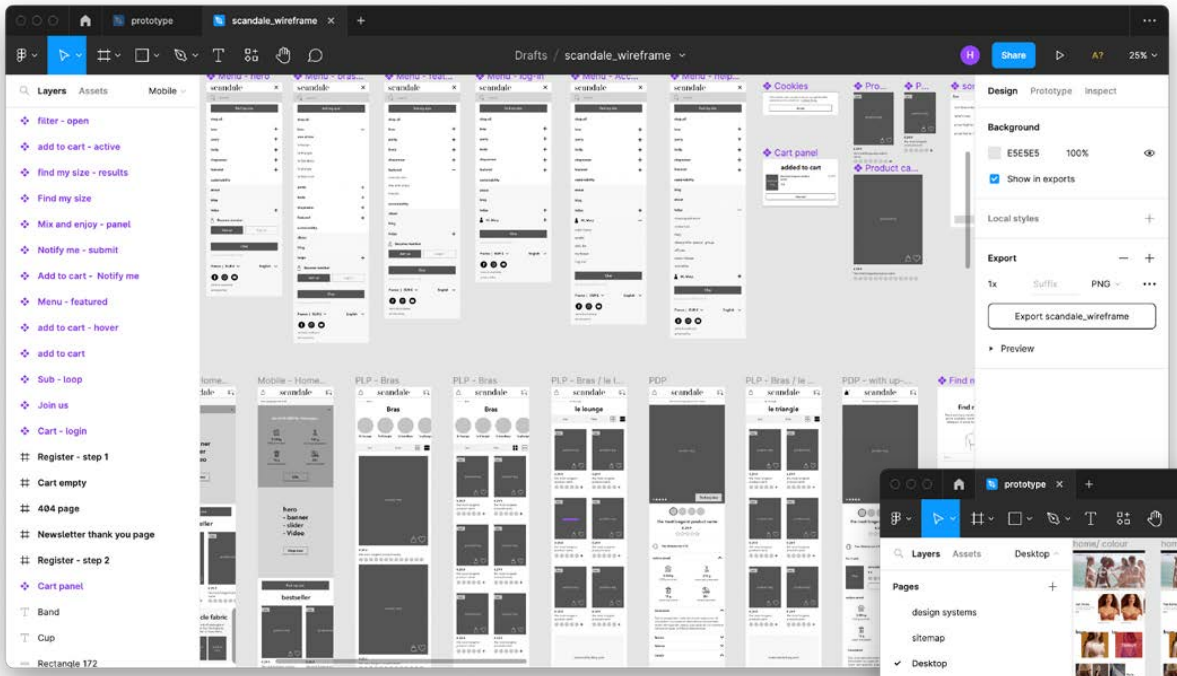




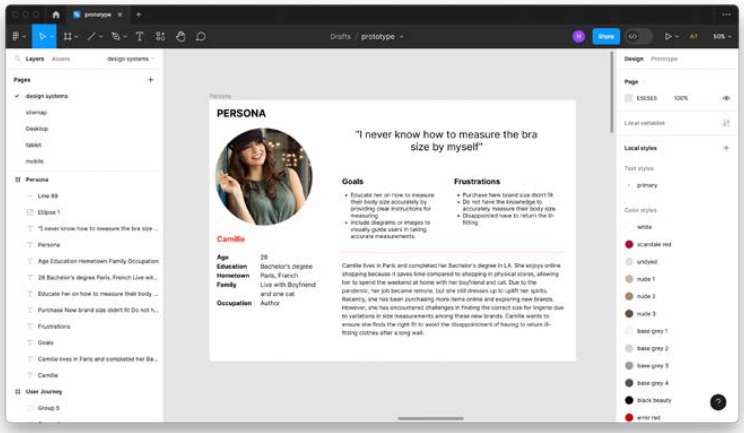


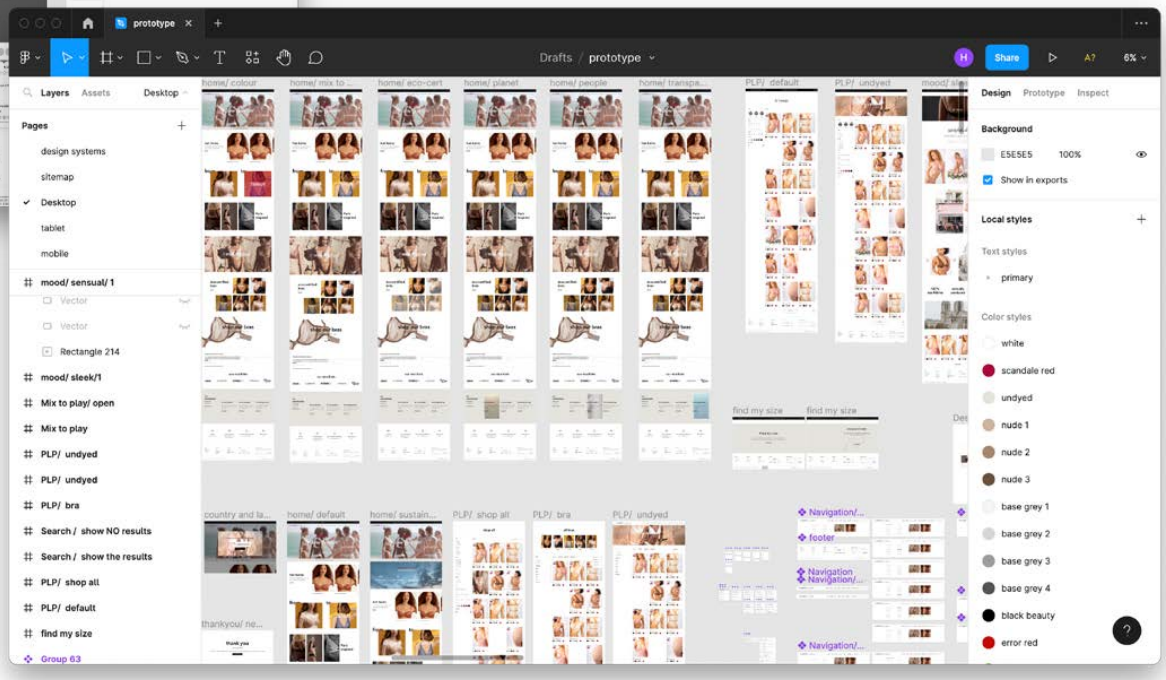


Wireframe showcase - detail pages

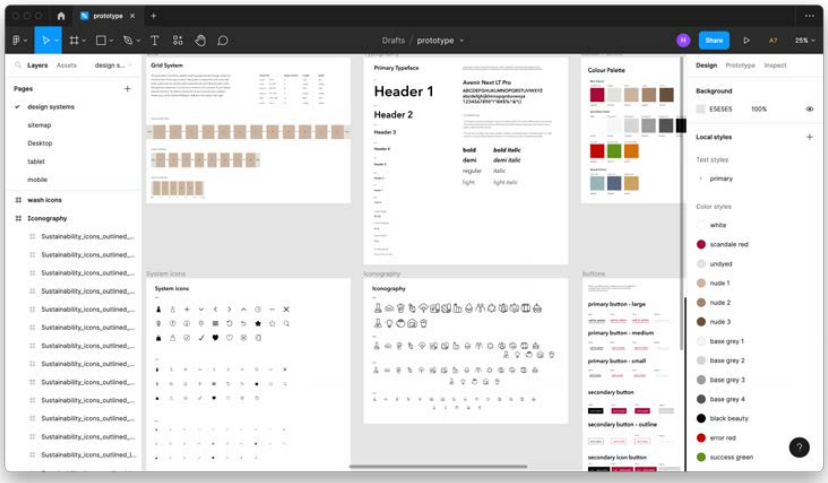


Persona





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.

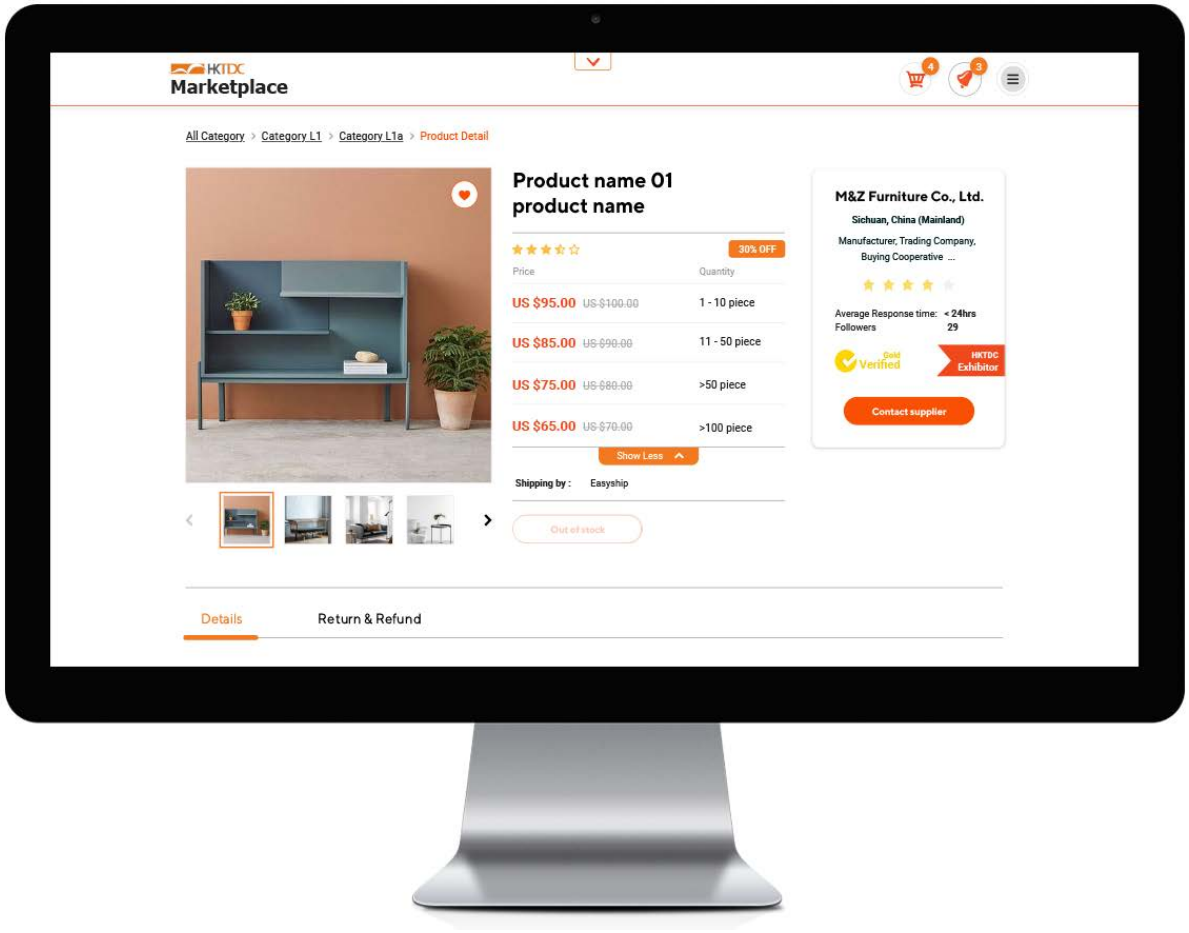
HKTDC has an online sourcing website for connecting global buyers and suppliers. The project's aim is to enhance their sourcing website to improve both the buyer and supplier user experience. We have a UX researcher team that will come up with clear problem statements.

MY ROLE

UX designer (Interation, 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 guildline
- Pass to Engineer
- Launch



ONE OF THE PROJECT HIGHLIGHT

PAIN POINT

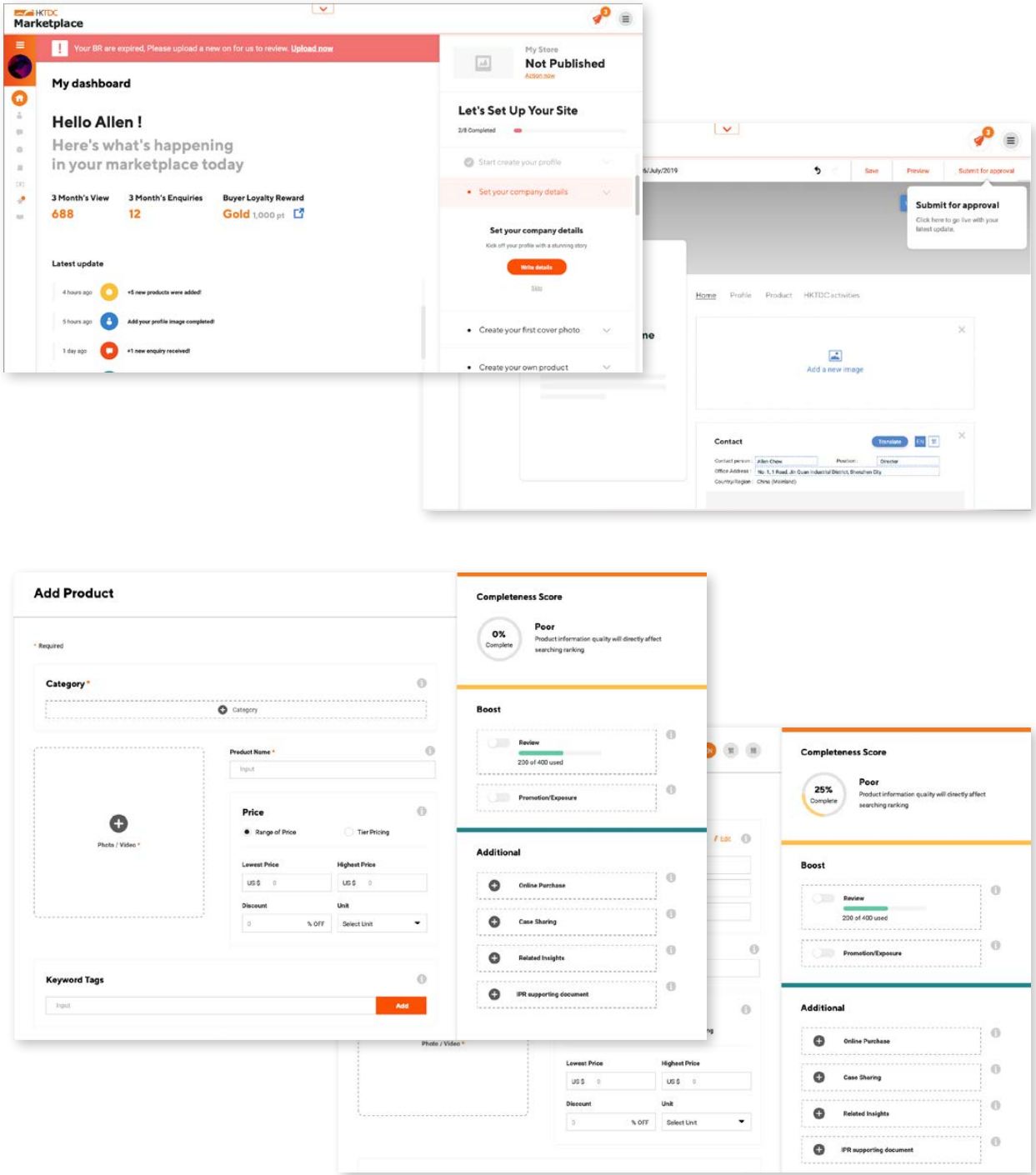
- Suppliers struggle with updating product details using a complicated system.
- Buyers feel disappointed when the website displays incomplete product details and low-quality images.
- Buyers are concerned about the professionalism of the supplier.

GOAL

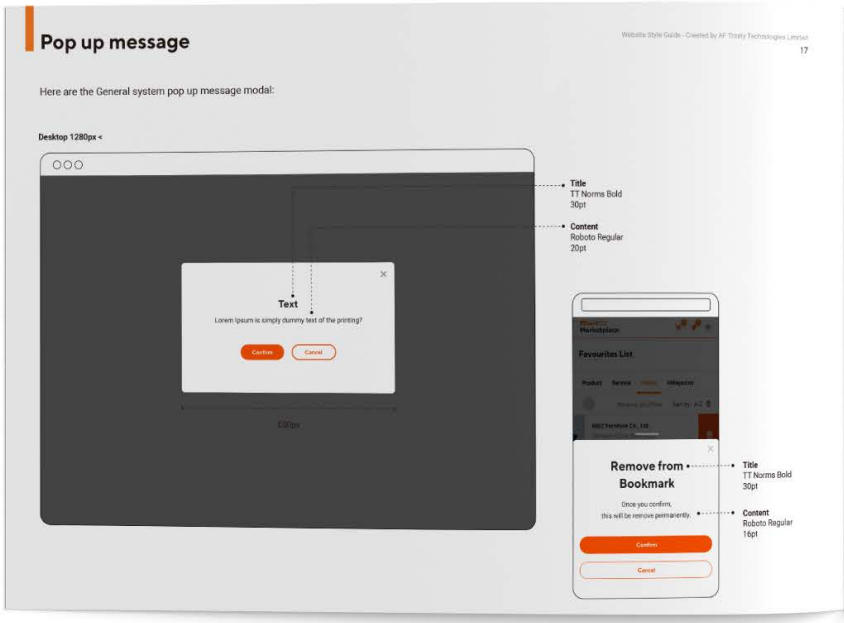
- Have a guarantee mechanism to increase buyers' trust in the platform.
- Provide clear guidelines and a completeness score to encourage and assist the supplier in completing the product page, creating a win-win situation.

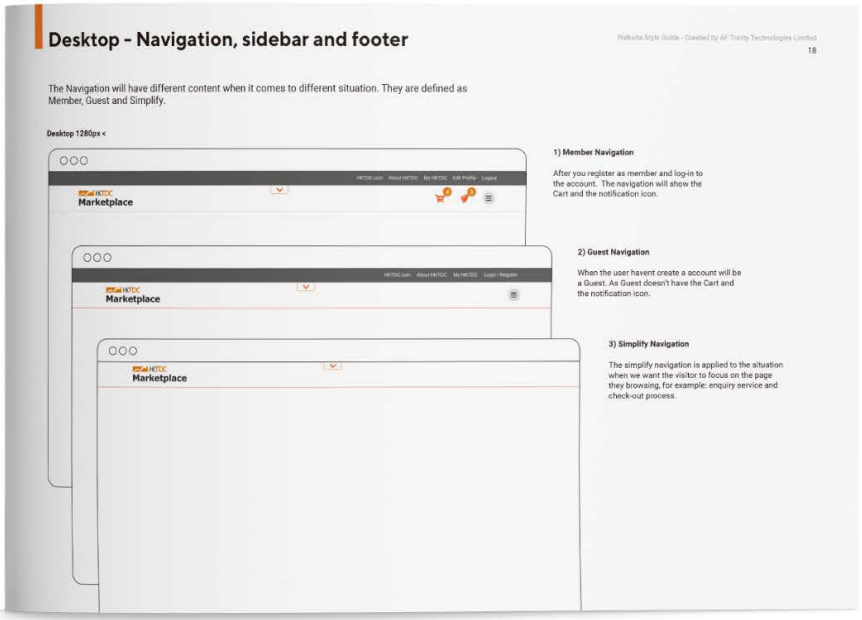
SOLUTION

- 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.

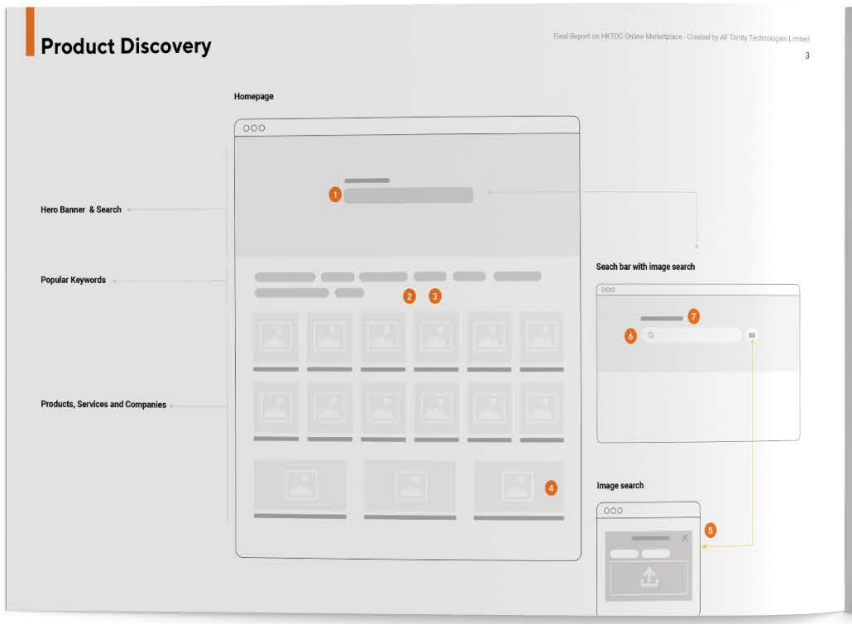


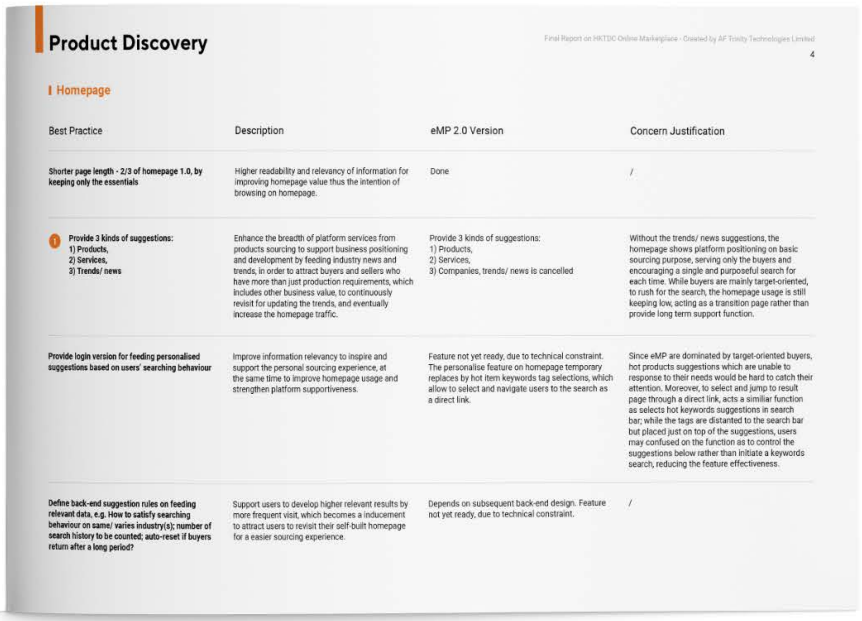
Style Guide





Final Report





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-commercal team

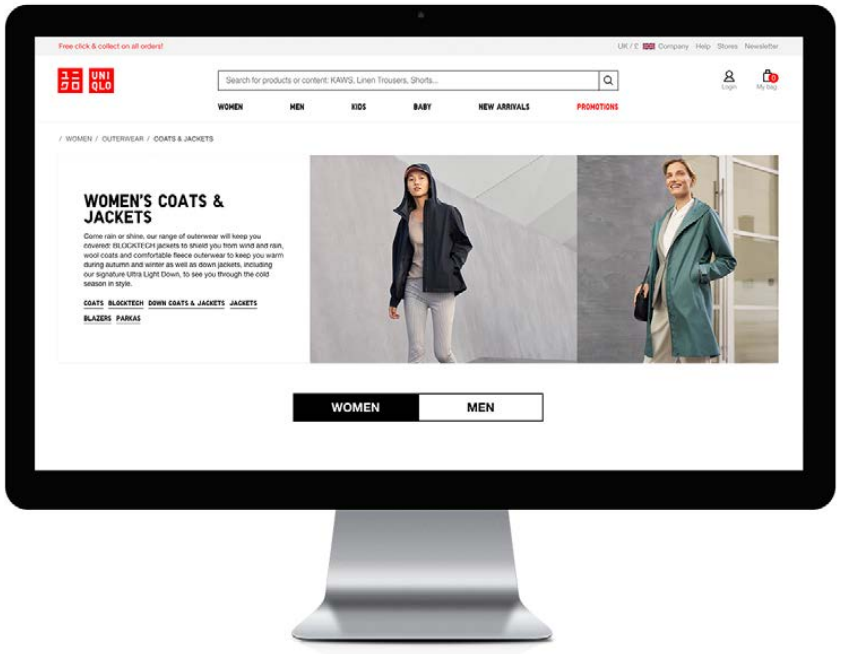
RESPONSIBILITIES

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

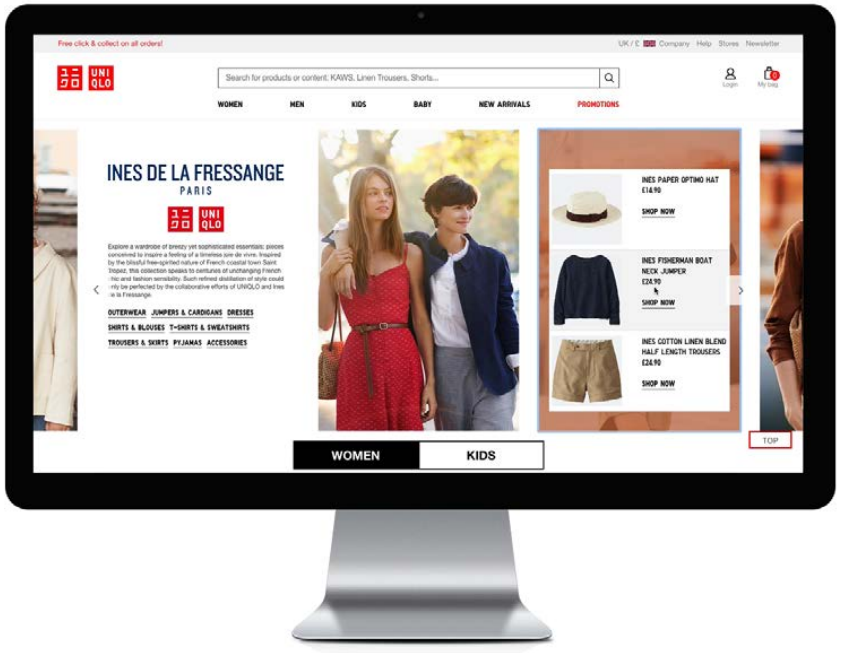
CASE STUDIES

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



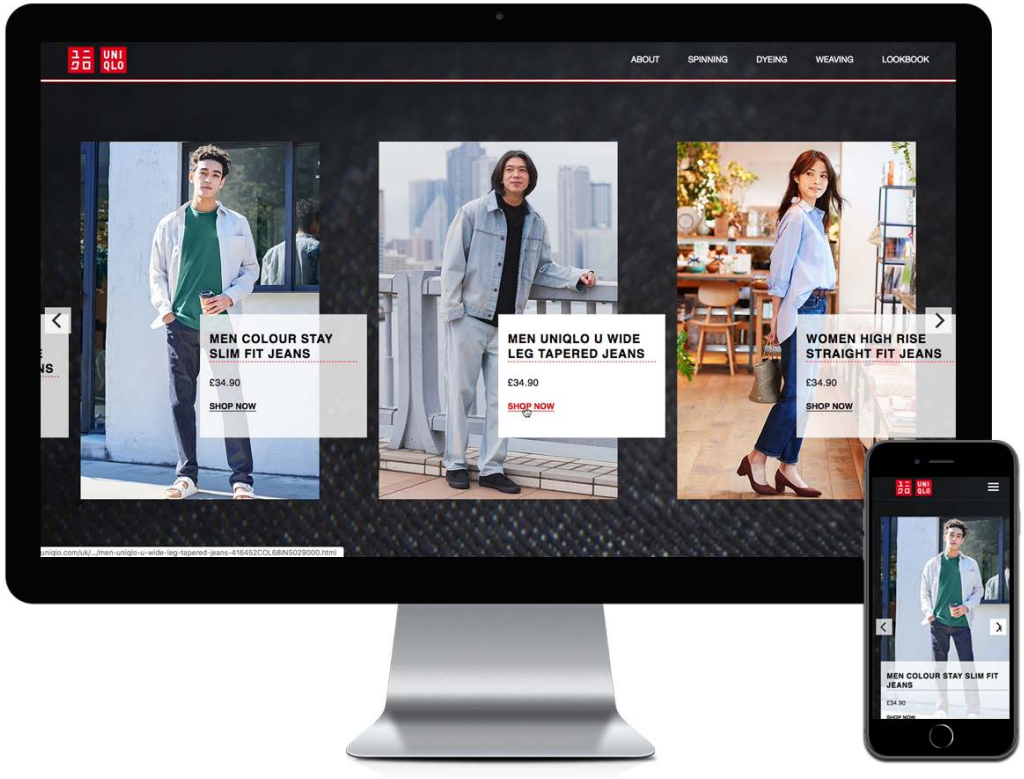
AFTER

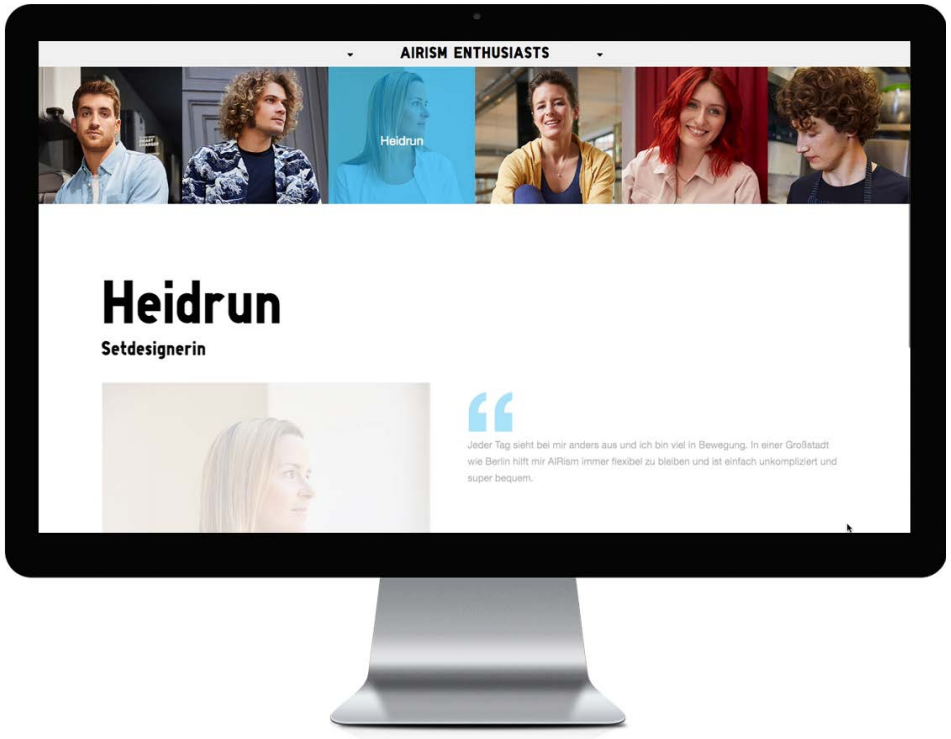


CASE STUDIES

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.

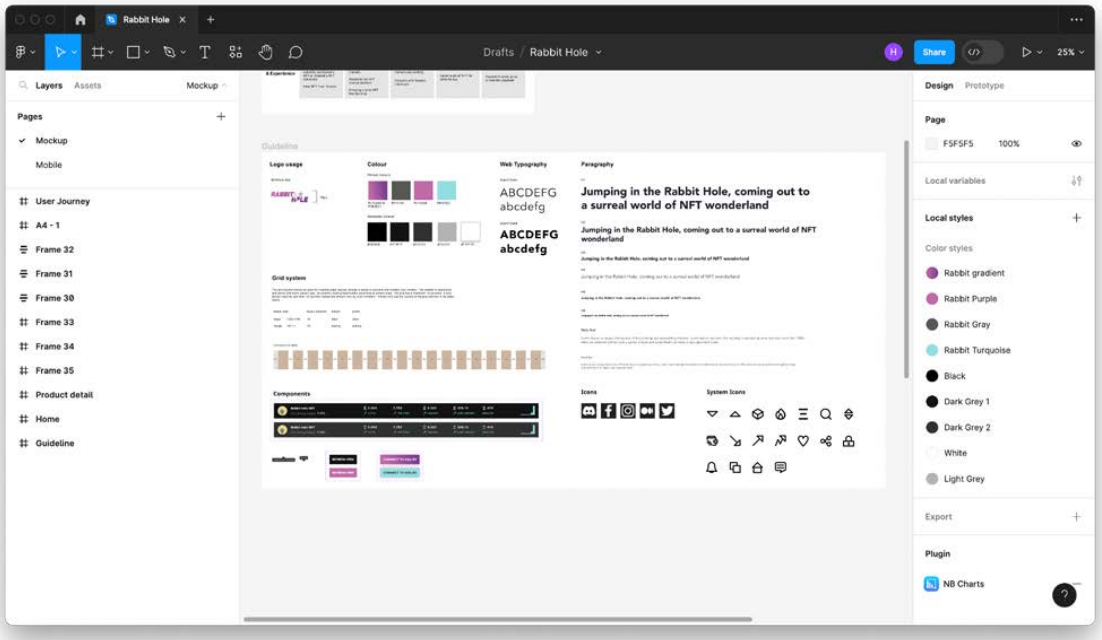
MY ROLE

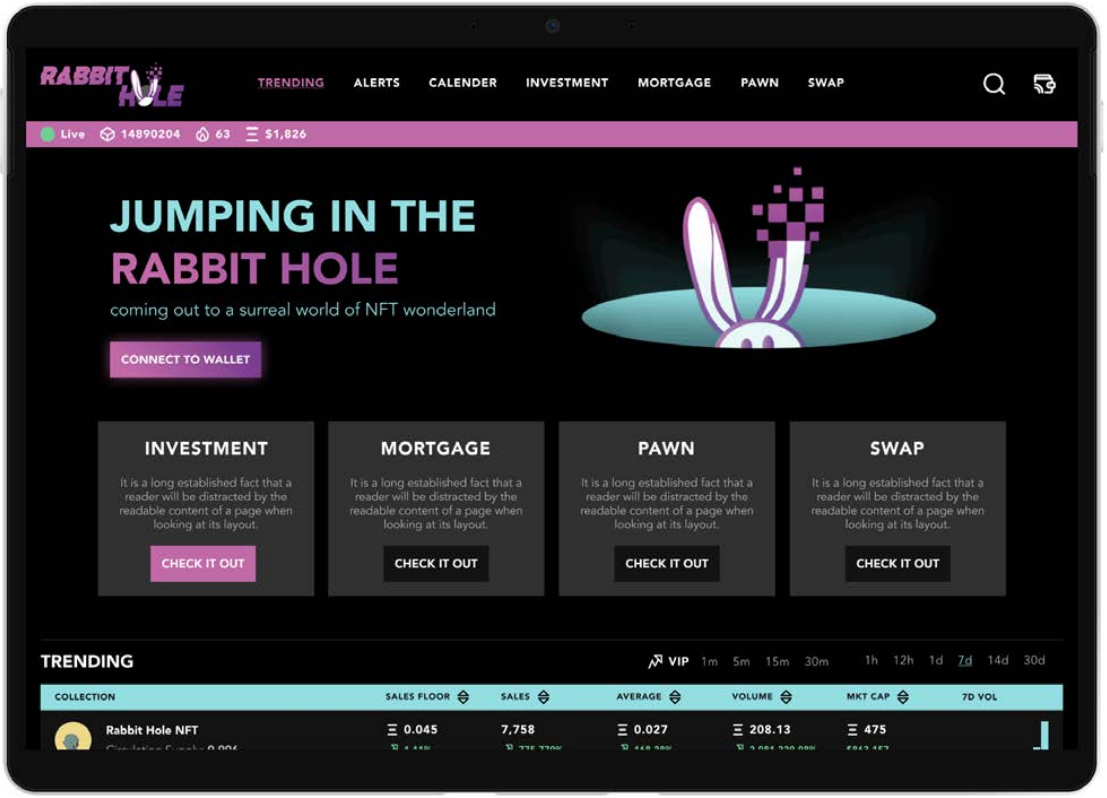
Freelance UX designer (Interation, Visual and Motion)

RESPONSIBILITIES

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

(Not Published)





9:41
JUMPING IN THE
RABBIT HOLE
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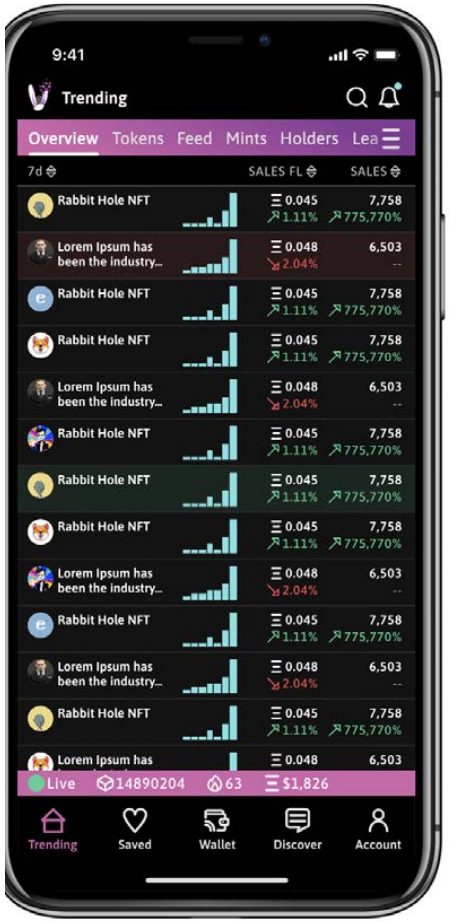
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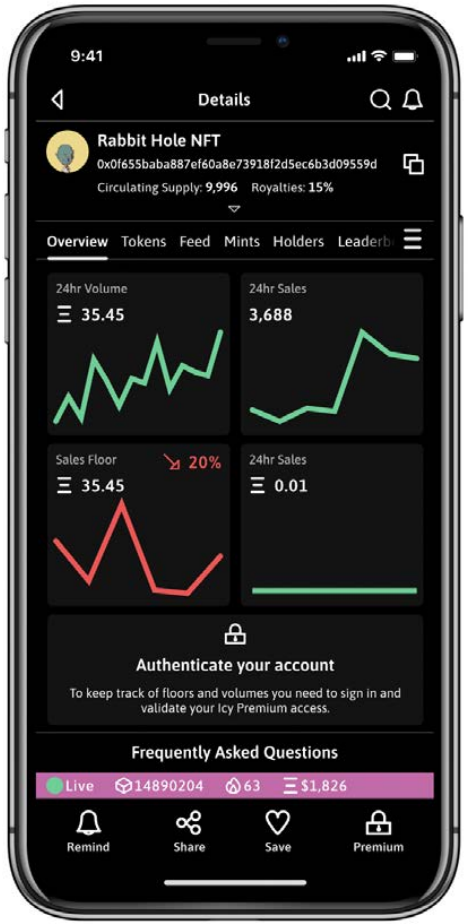
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Details
Rabbit Hole NFT
0x0f655baba887ef60a8e73918f2d5ec6b3d09559d
Circulating Supply: 9,996 Royalties: 15%
Overview Tokens Feed Mints Holders
24hr Volume
35.45
24hr Sales
3,688
Sales Floor
20%
35.45
24hr Sales
0.01
Authenticate your account
To keep track of floors and volumes you need to sign in and validate your Icy Premium access.
Frequently Asked Questions
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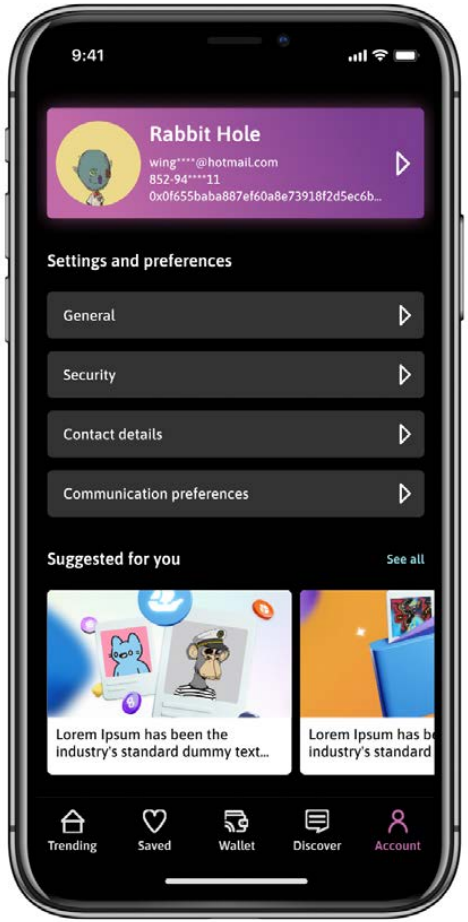
Remind Share Save Premium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Rabbit Hole
wing****@hotmail.com
852-94****11
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Settings and preferences
General
Security
Contact details
Communication preferences
Suggested for you
See all
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Trending Saved Wallet Discover Account

M YACHTS

OVERVIEW

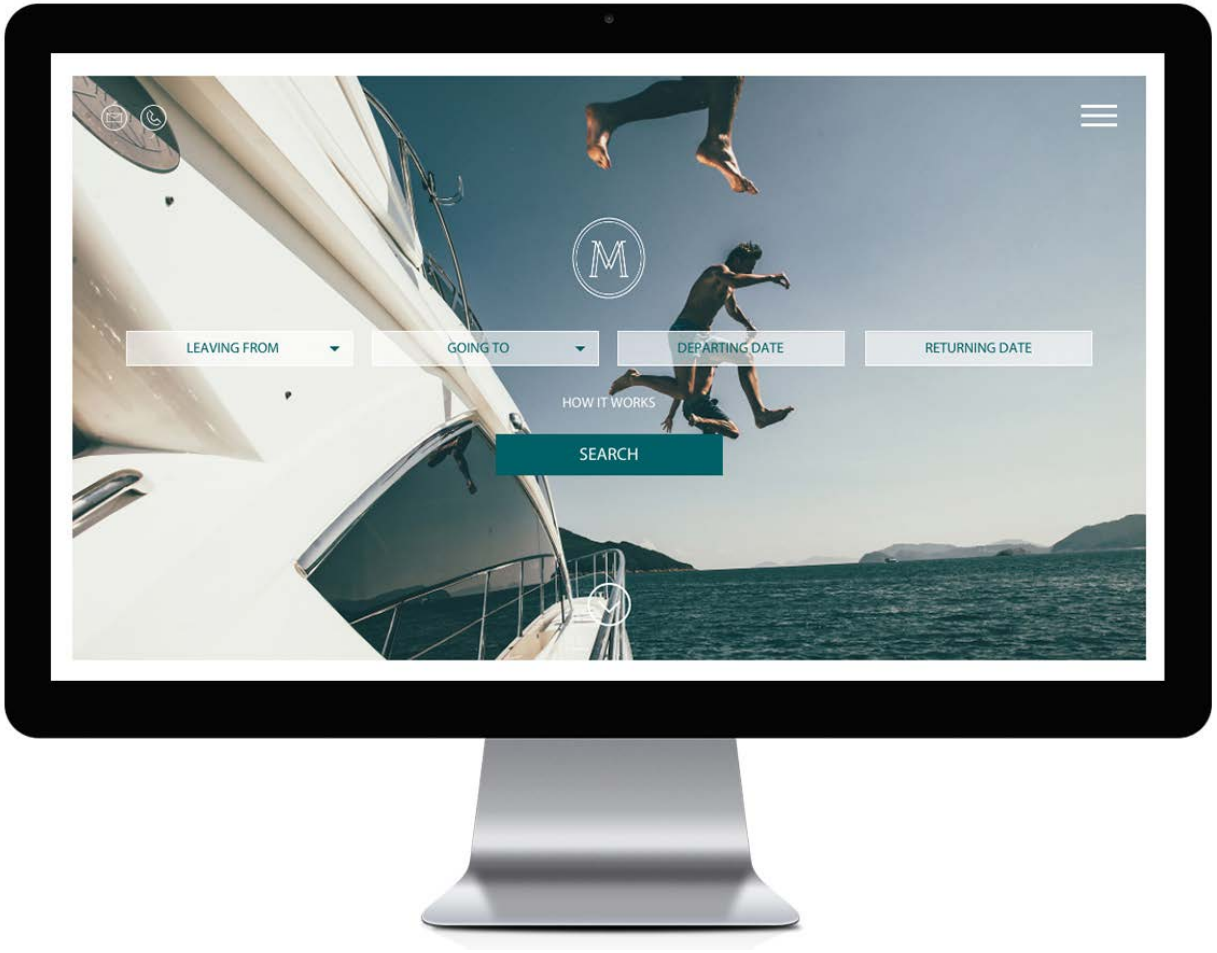
M Yachts is a luxury yacht charter company based in Hong Kong that offers a fully customized online booking system for their customers, making it easier and more convenient for them to plan their yacht trips. As part of their launch, I was requested to design their homepage, as well as the booking interface,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

MY ROLE

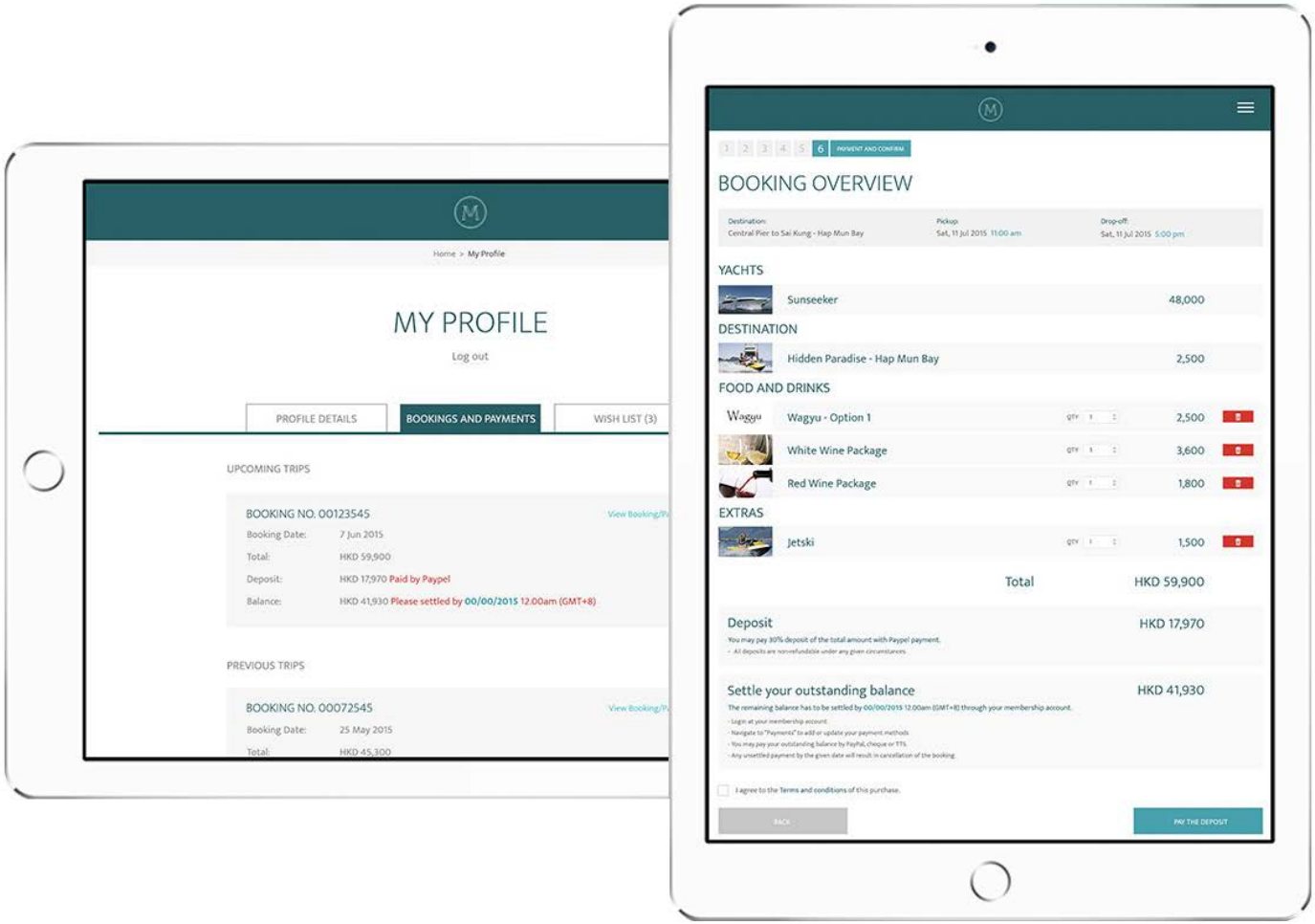
Web and graphic designer

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



DESIGN AWARDS ASIA

I aimed to create a seamless online experience for M Yachts' 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.