

Ching Yee Chew

Product Designer / UX designer

SUMMARY

With 20 years in UI design and 10 in UX, I specialize in IoT products and web applications. My background in counseling and integrated arts deepens my understanding of user psychology and aesthetics, enabling me to create intuitive and visually appealing designs tailored to user needs.

CONTACT

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<https://www.linkedin.com/in/boboyee/>

<https://bobobodesign.com/>

EDUCATION

Calbright College

Certificate in Data Analysis

(currently studying)

IxDF - Interaction Design Foundation

Certificate in UX Design for Virtual Reality

HKU SPACE

Postgraduate Diploma in Integrated Arts

Hong Kong Institute of Christian Counselors

Bachelor in Christian Counseling

The Chinese University of Hong Kong, School of Continuing Studies
Diploma in Fine Arts

Hong Kong Christian Service Kwun Tong Vocational Training Centre

Advanced Certificate in Illustration and Design

PROFESSIONAL EXPERIENCE

Founding Product Designer

FAM-IT LIMITED

JUNE 2016 – DEC 2021

- Founded and launched Fam-it, a large-scale app enhancing connections between elderly individuals and their families, providing emotional support, physical condition awareness, and home safety.
- Secured funding via a successful Kickstarter campaign.
- Designed product features, including IoT integration, leading to a successful launch and positive user feedback.
- Defined project scope and objectives, leading UX/UI efforts for a user-friendly platform and favorable user experiences.
- Developed strategic plans to guide project success and managed the team to ensure smooth operations throughout development.

User Experience Supervisor

SKY LIGHT HOLDINGS LIMITED

Dec 2011 - Nov 2016

- Led a UX team to design and launch mobile apps, PC software, and IoT features, boosting user engagement and satisfaction.
- Developed innovative UX strategies, improving product usability from conception to launch.
- Streamlined development with detailed specifications, reducing time-to-market.
- Designed intuitive wireframes and flowcharts, optimizing user onboarding and interaction.
- Conducted user tests and research, driving user-centric feature improvements.
- Contributed to information architectures, enhancing product efficiency.
- Managed and trained the UX team for seamless project execution

KEY SKILLS

- Wireframing
- Prototyping
- User Interface Design
- HTML
- CSS
- Information Architecture
- Problem Solving
- User Research
- IoT
- Leadership
- Figma
- Photoshop
- Illustrator
- Sketch

User Experience Designer

WISERS INFORMATION LIMITED

OCT 2010 - NOV 2011

- Responsible for product feature design, design mockups, usage scenarios, prototypes, specifications, product wireframe and flowchart, information architectures, front-end coding.

Web Designer

88DB.COM

AUG 2009 - OCT 2010

- Responsible for UI/UX design, front-end coding, web revamp and maintain

User Interface Designer

AQUENT

Jan 2009 - Aug 2009

- Worked closely with Philips design team, responsible for design screen flow, preparing prototypes, interface and graphic design.

User Interface Designer

DCIVISION

AUG 2007 - JAN 2008

- Responsible for UI design, front-end coding, web revamp, and maintenance.

Senior Multimedia Designer

JOIELABEL DESIGN LTD

MAR 2003 - AUG 2007

- Responsible for multimedia design and graphic design.