

KIKI ZHANG

UI/UX Designer

📞 13602282612

✉ kizhangqi@outlook.com

EDUCATION

Simon Fraser University

Jan 2017 - May 2020

Bachelor of Science,
Interactive Arts and
Technology

CERTIFICATION



Salesforce Certified
UX Designer

Issued Apr 2023



Salesforce AI
Associate

Issued Oct 2023

SKILLS

Interface Design
Experience Design
User Research
Wireframing
Prototype
Usability Testing
Collaboration
Agile Methodology
Programming

TOOLKIT

Adobe Creative Suite
Figma, Sketch
HTML, CSS, JS
Protocie, Flinto, Invision
Midjourney, Chatgpt
Processing, Java
Git

WORK EXPERIENCE

UI/UX DESIGNER

Oct 2024 - Present

HSBC (Service provider: Bamboo Technologies)

- Designed user experience and interface design of a B2B product based on MS Power Platform, fostering alignment with business objectives and user needs.
- Successfully delivered 6+ projects, which were implemented across the HK, India and UK market, serving hundreds of bank staff members' needs.

SENIOR CONSULTANT (SR UX DESIGNER)

Jun 2022 - Mar 2024

PwC Shanghai Acceleration Center

- Led the translation of design concepts and style guides into intuitive and engaging user interfaces, ensuring seamless user experiences across platforms.
- Collaborated closely with cross-functional teams in a fast-paced, agile development environment to deliver 8+ projects for prominent clients, including a top-tier food & beverage company.
- Championed user-centric design principles and best practices, contributing to the enhancement of overall product usability and accessibility.

UI/UX DESIGNER

Oct 2020 - May 2022

HSBC (Service provider: Farben)

- Contributed in user experience and interface design of a B2B product, fostering alignment with business objectives and user needs.
- Engaged in pattern discovery and consolidation efforts, optimizing design workflows and maintaining consistency within a unified design system.
- Successfully delivered 6+ projects, 3 of which were implemented across the GBA market, reaching hundreds of bank staff members.

INTERNSHIP EXPERIENCE

WEB DESIGNER

Sep 2019 - Jul 2020

PressReader

- Designed and developed B2B and B2C landing pages using HTML, CSS, and JavaScript, applying strategic marketing principles with a thorough understanding of brand guidelines to achieve higher conversion rates.
- Maintained various digital marketing materials on platforms including MailChimp, WordPress, Unbounce, HubSpot, and analyzed performance using Hotjar.

UX DESIGNER

Sep 2017 - Dec 2017

PwC Shanghai Innovation Center

- Engaged in ideation and design phases for high-profile clients such as Universal Studios, Ping An, and Daimler.
- Researched clients, brands, and business models to develop personas, user journey frameworks, and identify touchpoints to align the product vision.

STREETSTYLE PHOTOGRAPHER (FREELANCE)

Feb 2016 - Feb 2019

New York Fashion Week (NYFW) & London Fashion Week (LFW)

- Took hundreds of photographs on the street of New York and London city during NYFW and LFW, edited and posted photos on Instagram and received likes and reposts from top fashion influencers; selected photos published by uth magazine in China.