Derek Yuen
UX/UI Designer

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Personal Statement

A client-focused UX/UI Design Specialist translating complex challenges into intuitive, high-value digital experiences.

A highly skilled and dedicated UX/UI Designer specializing in the financial industry, driven to bring exceptional user experiences to complex digital landscapes. Possesses a unique aptitude for tackling design challenges with creative, unconventional solutions.

Adept at selecting the optimal methodologies and tools to address specific commercial and user-centric challenges, with a focus on producing innovative and effective solutions. A meticulous eye for detail ensures high-quality outcomes from concept through to execution. Excellent organizational and leadership skills facilitate seamless communication and collaboration across cross-functional teams, ensuring project alignment and success.

The core design philosophy is that impactful design is born from continuous learning, hands-on experience, and a persistent drive to create original, simple interfaces that are genuinely relevant to the end-user.

Core Competencies

End-to-End Product Design	Wireframing, Prototyping, User Flows, UI/UX
Design Systems	Creation, Maintenance, and Evolution
User Research & Testing	Usability Testing, User Interviews, Persona Creation
Stakeholder Management	Client-facing Presentations, Workshop Facilitation
Agile & Waterfall Methodologies	Collaboration with Developers & POs
Design Tools	Figma, Sketch, InVision, Adobe Creative Suite

Professional Experience

Assistant Vice President (UI/UX Designer), China CITIC Bank International **Sep 2022 – Ongoing**

- Spearheaded the creation, maintenance, and enhancement of a comprehensive Design System with over 80+ components, including component overviews, variants, placements, guidelines, specifications and behaviors. Adaptation rate of 80%+ for new projects within 12 months; cut design-to-dev handoff time by 30–40%; increase NPS score by 62.5% (32 on Jul 2023 to 52 on May 2025).
- Design Lead for the full-scale revamp of the Personal Internet Banking and Business Internet Banking platforms, responsible for over 25 functions across 10 categories.
- Partnered with key stakeholders, including Product Owners, Business Analysts, and development leads, to translate client and business requirements into actionable design strategies in a fast-paced agile environment.
- Facilitated cross-functional workshops and alignment meetings weekly to gather stakeholder feedback, driving the evolution of the Design System by introducing new, validated components to address evolving needs.
- Performed multiple rounds of UX/UI reviews on newly developed products to confirm designs are accurately implemented and the intended user experience is delivered.

- Validated designs with hallway usability tests, achieving intuitive experiences and high SUS with an average of 65 points. Analyzed customer feedback and NPS across 3 channels on a monthly basis to spot pain points and design improvements that raised satisfaction.
- Prepared mockups, wireframes, and prototypes to transform concepts into seamless user flows and engaging interactions for both squad-based and external projects.

Senior Officer (UI/UX Designer), CMB Wing Lung Bank   **May 2020 – Sep 2022**

- Maintained and revised the mobile cooperative visual guidelines of 60+ components and design standard based on UIUX best practice, with a focus on improving user accessibility.
- Acted as a strategic design partner to 10+ product owners, facilitating discussions to define business needs and delivering user-centric solutions that directly supported business development goals.
- Conducted researches such as user interview and contextual inquiry to create personas and user journey map
- Performed competitive analysis on 10 peer apps monthly to keep track of competitor products, industry trends, and improve product design
- Initiated iterative prototyping, constructing wireframes and interactive mockups, to validate design assumptions, gather user insights, and optimize the user experience, decreasing user error rates by 30%.
- Performed usability test and preference test (n=8–12 per project) throughout the design process, making sure design decisions are evidence based
- Collaborated with the front-end developer to build the UI, and continuously reviewed it to ensure pixel-perfect production and expected transitions.
- Introduced design thinking and design tools such as Figma to promote user centered design and increase department productivity

Senior UI/UX Designer, MegaHub Limited   **Apr 2018 – May 2020**

- Conceptualized intuitive UI/UX flows for the PowerTicker and MagicTrader platforms, directly contributing to a 10% growth in daily active users within the first quarter.
- Illustrated design ideas to stakeholders using sketches, mockups, storyboards, process flows, sitemaps and interactive prototypes.
- Spearheaded user research initiatives, employing both qualitative (interviews, competitive analysis) and quantitative methods (surveys, A/B tests), leading to 3 design iterations that solved user pain points.
- Produced interactive prototypes for mobile, web based and desktop application
- Identified current areas of improvement. Gather and evaluate user requirements with product manager to help with analysis for business objectives, user needs and exploration of new business opportunities.
- Worked with product managers and developers to implement designs, then performed post-development checks to ensure the final delivery matched the intent.

Digital Graphic Designer, MegaHub Limited   **Mar 2015 – Apr 2018**

- Liaised with marketing team to develop online and offline marketing materials including booklets, leaflets, banners and posters for seminars and expos, produced 30+ assets/year (print + digital).
- Worked closely with developers to ensure technical achievability and accurate implementation of design.
- Revamped company website and automated enrollment using Google Forms/Eventbrite, cutting admin time by 70% and increasing data capture completeness to 98%.

Language

English   Full Professional proficiency

Cantonese	Native/Bilingual proficiency
Mandarin	Professional working proficiency

Skills and Tools

UI/UX Design	Sketch, Figma, Photoshop
Mockups/Prototypes/Sitemap	InVision, Zeplin, Marvel, Balsamiq Mockups, Draw.io
Graphic Design	Adobe CC – Photoshop, Illustrator, InDesign, After Effects
Photography and Film	Digital SLR, Adobe Lightroom, Aperture, Final Cut Pro, Premiere Pro
3D Modeling	Basic Google SketchUp, 3Ds Max
Database	MySQL

Education

University of Sydney – Sydney, NSW, Australia

Bachelor of Design Computing   **Jan 2011- Dec 2014**

Volunteering

- Captured professional-grade photographs across 10+ diverse events during secondary school and university, including athletic competitions, concerts, and fashion shows, delivering an average of 50 retouched photos per event to clients.

- Polished imperfections and enhanced visual appeal across e-commerce platforms, refining 80+ product photos monthly to meet and exceed client expectations for Best Quality Ltd as a part-time photo retoucher.