

# Leo, Kin Kei Chow

M +49 15252377468

[leoaslanc@gmail.com](mailto:leoaslanc@gmail.com)  
[www.designer-leo.com](http://www.designer-leo.com)

Product Designer

Profile

Berlin based product designer with extensive experience in mobile application design & web design, focus on human-centred product design, turning business requirements into frictionless user interface

Experience

## **UI / UX Designer, [Briefy, Berlin, Germany](#) – Feb 2015-Present**

- Overseeing 2 mobile products & 1 web product
- Managing and prioritizing software features for development.
- Analysis competitor product
- Mapped out user flow, user experience, and defined high-level interaction
- Participated in the software development life-cycle: User research, information architecture, user flows, wireframes, style guides and design patterns, user interface design, prototyping, user-testing

## **Interaction Designer, [Now TV, Hong Kong](#) – Feb 2014-Aug 2014**

- Analysis competitor products
- Mapped out user flow and experience and defined high level interaction
- Designed user interface for iPad application
- Collaborated closely with developers to create high-level prototypes

## **UI Designer, [Jarkas Lab, Hong Kong](#) – Apr 2012-Nov 2013**

- Analysis competitor product
- Mapped out user flow and experience and defined high level interaction.
- Designed user interface for iPhone and Android application
- Designed internal backend control panel and dashboard for monitoring demographics
- Participated in the software development life-cycle including: information architecture, user flows, wireframes, style guides and design patterns, user interface design, prototyping.

## **Web Designer, [Midland realty](#) – Oct 2009-Dec 2011**

- Designed mobile application and web user interface
- CSS/HTML front end coding

Education

## **[City University of Hong Kong](#) – Bachelor of Science in Creative Media - 2006-2009**

Skills

User research ( User story mapping, Contextual Observation / Enquiry, User Interviews, Qualitative user research, Persona development, Customer Journey mapping, workflow map & user flow Competitive Analysis)

UI skills ( Sketch, Adobe CS, Atomic design methodology, iOS guideline, material design)

Prototyping skills ( Invision, Flinto, framer, HTML & CSS )

Validation method (Heuristic Evaluation, A/B testing )

Design collaboration (Invision, Zeplin, Design sprint)

Illustration (adobe illustrator, affinity designer)