



COVER LETTER

"Freedom and Inspiration, Coupled with Unbridled Imagination"

I am writing to express my strong interest in the position of UX/UI at any esteemed organization. With a career spanning over 15 years, I have honed my expertise in graphics, multimedia, and web development across various sectors, including advertising agencies, entertainment production houses, and the financial services industry.

As a Senior UX/UI Designer at HK01, a prominent media company in Hong Kong, I dedicated nearly five years to creating eCommerce and business solutions. Since December 2021, I have been working as a Senior UX/UI Designer at Eats365, where I have been responsible for maintaining all product designs and user flows, ensuring they align with the company's business model. I have strategically reorganized the company's product portfolio by creating high-quality design systems and restructuring design materials to conform to established branding guidelines while enhancing the user experience for all products.

In August 2023, I was promoted to the position of UX/UI & Multimedia Lead at Eats365. In this role, I have initiated research using Artificial Intelligence to explore ways to enhance the user experience. Additionally, I oversee a multimedia team dedicated to creating high-quality video and image content, upholding the company's standard for excellence in visual media production.

I am particularly proud of my achievements, which include:

- Leading a team of 5 UX/UI teammates for Product Design & Multimedia Production at Eats365 and guiding a UX Shenzhen UX team in developing an e-Commerce system (Merchant Portal) and online store (EC Platform).
- Receiving the WAN IFRA - Best Lifestyle, Sports or Entertainment Mobile Services award for the project "01 齊跑@渣馬 2017" at HK01, which provided a Campaign Site for all runners to find their personal photos from the event.
- Being part of the team that revamped the HKCEC website (www.hkcec.com), which was awarded the Silver Award in the INOVA Awards 2015 (Redesign/Relaunch - Convention and Exhibition Facility) while working at Vico System Ltd.

I believe that my extensive experience, leadership skills, and proven track record of success make me an ideal candidate for any UX/UI position at your company. I am confident that I can contribute to your organization's growth and success by leveraging my expertise in user experience design, multimedia production, and AI-driven research.

Thank you for considering my application. I would welcome the opportunity to discuss how my skills and experience can benefit your organization. Please find my resume attached for your review.

EXPECTED SALARY
35 - 42K

AVAILABILITY
IMMEDIATELY

PORTFOLIO
www.behance.net/TerisVinas



WORK EXPERIENCE

NOV 2021 -
FEB 2024



UX/UI & Multimedia Lead (Aug 2023 - Feb 2024)

- Research with AI for any possibility of UX improvements [Friendly with AI such as **ChatGPT, POE, Midjourney, Claude, Stable Diffusion**]
- Leading o multimedia team to produce high-quality video and image production.

Senior UX/UI (Dec 2021 - Aug 2023)

- Maintain all products design/ user flow which ore meet the business model needs.
- Re-org all company products with create high-quality design systems.
- Rearrange all design materials with standard branding guideline.
- UX improvement for all products [**POS, Self-Serve Kiosk, Merchant Portal, Developer Portal, Marketplace** etc.]

JAN 2017 -
NOV 2021



HK01
Senior UX Designer

- User research, data analysis, project or product review
- Work closely with the Project Manager to understand the requirements of each Project.
- Lead UX teammate in SZ office and provide solutions in eCommerce products or platforms [**Nan Hai Corporation Limited, 無紙商城, EC CMS**]
- Maintain knowledge of design trends and assist with implementation of design innovations.
- Develop Web layouts, Mobile App UI, Graphics, Interface design.
- Develop creative concepts and ideas into wireframes, workflow diagrams and visual designs

SEP 2014 -
DEC 2016



VICO SYSTEMS LTD
Senior Designer

- Responsible for design frameworks, UX/UI for webs (desktop / mobile) & APPs development [**WHotel HK - Wedding APP "W Love", ECJOB - Job Finder Responsive Revamp**]
- CMS Development [Joomla/Opencart/Wordpress etc.]
- e-commerce solutions



MAY 2012 -
AUG 2014



FXCM
Senior Multimedia Designer

- Responsible for od design such as eDMs, offline-materials [flyer, poster, PowerPoint) and event production [banners, expo decorations, rollups, TVCs)
- Design frameworks, interfaces for Daily FX APP [iOS / Android)
- Corporate designs including web, promotion kits, TVC, events.
- Company Brand building
- Email marketing.
- Maintains marketing materials in Eloqua [www.eloqua.com]

DEC 2010 -
APR 2012

functioneight  **FUNCTION EIGHT LTD.**
Designer / Web Developer

- Responsible for project development life cycle for web development (Draft layouts, buildup prototype, programming, layout intergrade with CMS such as Joomla / Wordpress / Drupal etc, all clients hod changed to use Joomla at the final stage]
- App framework / Web application framework design
- Event Posters, rollups, eDM design
- SEO/SEF reports
- IT Support

JAN 2009 -
NOV 2010



Intermedia Group / Hill International Ltd.
Creative Director / Model Agent

- Responsible for project design (Entertainment] [Draft Event Theme, Promotion Kits, TVC etc]
- Coordinate with company models and Job Brokers
- Business Promotion for subsidiary company - **JetSo2HK Ltd.**
- Company Sites maintenance

MAY 2005 -
JAN 2009



Star Promotion / Forest Zone Ltd.
Design Consultant / Model Agent

- Assist with president for company documentations, translations [Chinese <> English], job arrangement with secretary for the president,
- Maintains websites owned by company [iStarnet / Star Promotion / Startron Group / Nanjing Assoc. Org.]
- Composition Cards, Ads, Event Posters, eDM design
- Event organize: Brain storm and create events productions, events etc,
- Work as designer into sister company: **AIG Global Ltd.**



SELF-WORK EXPERIENCE

DEC 2019 -
PRESENT



Vinas Studio
Founder / Creator

Founded in 2019, and provides professional online streaming and free-lance production solutions in Hong Kong, VinasGaming is YouTube Channel brand owned by Vinas Studio,

Website: <https://vinas-studio.com/VinasGaming>

About VinasGaming Team

A group of people who like games and pay attention to related business development actively participate in game creation and game-related technology development, this channel is currently only open for gaming streamers.

DISCLAIMER: "VINAS STUDIO" AND "VINASGAMING" ARE BRANDS USED BY A HONG KONG COMPANY AND ITS YOUTUBE CHANNEL, WHICH INDEPENDENTLY OPERATES ONLY IN HONG KONG. THE TAIWANESE COMPANY "維撒斯工作室" HAS NO AFFILIATION WITH "VINAS STUDIO" IN HONG KONG.

EDUCATION



Swinburne University
of Technology

OCT 2006 - JUN 2009

MASTER'S DEGREE DESIGN AND VISUAL COMMUNICATIONS

Enhance their expertise within o chosen design field, including visual communication design, industrial design, interior architecture and digital media design.

https://drive.google.com/file/d/1TdSbz3OHi2j-GXV0WqAsGTyu0h_pOhP3/view?usp=sharing



SEP 2003 - JUN 2004

HIGH DIPLOMA INTERACTIVE MULTIMEDIA & ANIMATRONICS

Studies in animation, games, experiential design, photography, image & video production.

AWARDED PROJECTS



Best Lifestyle, Sports or Entertainment

Mobile Services

<https://bit.ly/3okm71S>



01 齊跑@HK01

<https://bit.ly/3F0zbDO>

Campaign Site for all runners to find out personal photos in this event.



Silver Award in INOVA Awards 2015

- Redesign/Relaunch - Convention and Exhibition Facility



香港會議展覽中心
Hong Kong Convention and Exhibition Centre

Hong Kong Convention and Exhibition Centre (HKCEC)

Responsive website www.hkcec.com

PERSONAL AWARDS

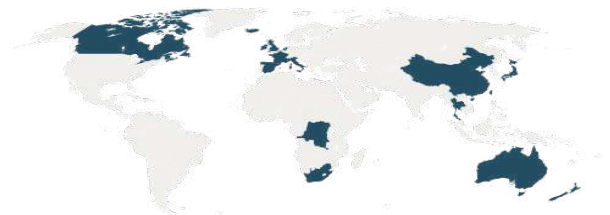


TOP DESIGNERS AWARD
2015

Interactive Visual Design

Top Designers [Asian Group]

LANGUAGE SKILLS



Born in Hong Kong. Learned **Mandarin, Cantonese** and **English** in college and travelling.

- Cantonese: Fluent
- Mandarin: Good
- English: Moderate

WORKING SKILLS

Languages for web development



Design Tools for UI/UX



Family AI engines



ChatGPT



POE



MidJOURNEY



Stable Diffusion