

Grace Lee

Senior UX/UI Designer / Design Lead · Enterprise Platforms · Hong Kong

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SKILLS

PRODUCT & STRATEGY

Product ownership · Roadmaps · Information architecture · UX strategy · Epics & user stories · Backlog prioritisation · Acceptance criteria · Risk identification & mitigation

DESIGN CRAFT

Wireframes & prototypes · **Design systems** · Mobile · Web · E-commerce · Cross-media · Personas · Analytics & usage behaviour

DELIVERY & OPS

Agile (sprint planning, refinement, grooming) · **UAT & design QA** · Stakeholder & vendor management · Front-end requirements · NFRs

TOOLS

Figma · Adobe Suite · Sketch · Maze · Webflow · Zeplin · Jira · Linear · Toggl Gen-AI + Git: Cursor AI · v0 · CLaude · Figma Make · Fork

EDUCATION

BA (Hons) Visual Arts

Hong Kong Baptist University · 2011

CERTIFICATIONS

UX Management: Strategy & Tactics · IxDF

AI for Designers · IxDF

UX Design Specialization · Google

LANGUAGES

English · Cantonese · Mandarin

PROFILE

UX/UI leader with 12+ years shaping enterprise CRM, property & facility management, and SaaS platforms.

I lead end-to-end product design on enterprise platforms, turning ambiguous business requirements into product flows, user stories, design systems, and release-ready UI, from discovery through UAT. Formally trained in UX management, with a track record of stakeholder alignment, mentoring, and folding AI tooling into the design process. Currently looking at Senior IC and Lead roles at HK product companies, scale-ups, and studios with a deep enterprise client portfolio.

EXPERIENCE

Senior UI/UX Designer

Oursky Ltd. · Jul 2014 – Present

Sole / senior designer operating at design-lead scope across the studio's enterprise portfolio

- Grew from UI execution to owning **end-to-end product design** (discovery, journeys, design systems, prototypes, stakeholder reviews, UAT and QA) across enterprise clients in property, retail, education, sports, and sustainability.
- Translated complex, ambiguous business requirements into **user journeys, epics, user stories, and acceptance criteria** used by engineering as the source of truth for scoping and build, reducing late-stage redesign cycles.
- Built and maintained a shared **Figma component library** and UX checklists adopted as the studio default for new enterprise engagements, raising UI consistency across teams.
- Partnered with PO, BA, engineers, IT, and vendors to clarify scope early through **discovery workshops and grooming**, surfacing edge cases before build so UAT stayed focused on real issues, not missed scope.
- Introduced **AI tooling** (Cursor, Claude, v0, Figma Make) into early exploration and prototyping, generating multiple concept directions per session for stakeholder reviews that previously required a full design cycle.

SELECTED PROJECTS

- **Swire Properties CRM & PMP.** Enterprise workflows, work orders, PM & multi-role systems across residential, commercial, and facilities teams.
- **McDonald's.** Mobile webview onboarding, level-map journey & AI-assisted prototyping.
- **Hanlun E-learning Platform.** Student / teacher portals, assessments & role-based learning paths.
- **NBA (National Basketball Association).** Dashboards, data capture & role-based assessment workflows.
- **SWRM.** Sustainability SaaS, data-dense dashboards & import/validation flows, fewer data-cleaning loops.

LEADERSHIP & TEAM IMPACT

TEAM

Set UX checklists, review cadence, and a shared Figma library. Mentored junior designers and onboarded new hires into the studio's design practice.

WAYS OF WORKING

Ran discovery workshops & grooming with PO / BA / Dev, aligning scope before build instead of patching it during UAT.

STAKEHOLDERS

Mapped end-to-end journeys across client teams in property, retail, education, sports, and sustainability; clarified scope vs. MVP to de-risk delivery.

AI WORKFLOW

Embedded AI into exploration, prototype generation & concept comparison, letting the team compare more directions per review than a single designer could draft by hand.