



# Roven Loo

## UI/UX Designer

Hi, I'm a designer based in Hong Kong specialized in creating user-friendly and scalable interfaces end-to-end. I'm passionate about making people's lives easier through effective design solutions.

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## Education

### ICAgile

2022 (Company training)

ICAgile Certified Professional  
(Agile Fundamentals)

### Behavjor

2020 (Company training)

Presentation & Storytelling

### Udemy

2018 (Personal development)

User Experience: The Ultimate Guide to  
Usability and UX

### Treehouse

2014 - 2015 (Personal development)

Front-end Web Development course

### Hong Kong Communication Art Centre

2012 - 2014

BTECH Higher National Diploma in Interactive  
Media

## Experience

### Asst Manager Group Digital Platforms UX/UI at FWD

2019 - 2022

I was responsible for creating scalable end-to-end UI & UX on projects such as SME Connect. I worked both independently and with other designers on various projects such as the claims journey, ePOS and eCommerce. I also facilitated workshops to capture qualitative and quantitative research, as well as gathering user feedback through usability tests.

### Contractor at The Executive Centre

2019 (5-week contractor)

I was hired to lead the design phase of their app. My role was to research, design scalable end-to-end UI/UX, facilitate workshops & usability tests, and do the design handoff to developers. The iterative process I used borrows methods from Design Thinking and Design Sprint.

### Senior UI/UX Designer at App It

2017 - 2019

As a founding UI/UX Designer, I was responsible for setting the structure for the design team, as well as gathering requirements with PMs, and communicating design concepts and demos to stakeholders. I also collaborated closely with engineers to understand the tech stack used and project feasibility, as well as doing design handoffs. I've led the design on various projects such as AIA One, Habitu, Nosh, Health Addiction, and more. Both customer-facing and backend platforms.

### Regional Graphic Designer SEA at Foodpanda

2016 - 2017

I was responsible for creating design work for print, social media, ad campaigns, photo editing and collaborating with brand and marketing team SEA.

### Front-end Web Developer at Firmstudio

2015

I was responsible for coding responsive websites using HTML, CSS and Javascript for various projects in a multi-award winning web design agency. I was also responsible for maintaining and updating existing websites.