



Roven Loo

Product Designer

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

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Education

AJ&Smart | 2024

Personal development

Design Sprint Masterclass

ICAgile | 2022

Company training

Agile Certified Professional
(Agile fundamentals)

Behavior | 2020

Company training

Presentation & Storytelling

Udemy | 2018

Personal development

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

Product Designer at Cronos Labs (Cronos Blockchain) | Feb 2025 - Feb 2026

- Led UX/UI for the Cronos Customer Portal and RWA dApps, and co-designed a prediction market platform, from concept to launch
- Conducted user interviews, competitor analysis, IA workshop, and user tests
- Applied behavioural science: Hook Model and Game Thinking, to boost user engagement and retention
- Built scalable design systems with devs and ensured consistency via design QA
- Gave a company-wide talk: "Web3 UX Sucks", advocating for a user-first Web3

Asst Manager UX/UI at FWD | Nov 2022 - Jan 2025

- Designed eCommerce and Customer Portal projects across markets with PMs, stakeholders and devs, from inception and delivery to ongoing maintenance
- Facilitated workshops, conducted user research, design and optimise the purchasing journey, conducted user tests
- Led UI animation implementation using After Effects and Lottie to boost user engagement and site performance, bridging design and development efforts
- Provided mentorship to other designers within the organization

UX/UI Designer at PALO IT | Jun 2022 - Oct 2022

- Co-facilitated learning workshops for a global luxury retail brand
- Designed the UX/UI for a POC ERP system
- Facilitate alignment workshop and created an impact tracker app with a focus on sustainable efforts and carbon accounting
- Collaborated with sales and tech teams to craft and deliver client pitches

Asst Manager UX/UI at FWD | Dec 2019 - May 2022

- Designed the UX/UI for the Claims Journey, ePOS, eCommerce and other POC projects across multiple markets
- Continuously maintained and improved the design system collaboratively with other designers
- Facilitated workshops, conducted user research and usability tests, leveraging methodologies from Design Sprint and Game Thinking

Contractor at The Executive Centre | Oct 2019 (5-week contractor)

- Led the UI/UX: research, end-to-end UI/UX design, workshop facilitations, and usability testing
- Employed an iterative design process using Design Sprint methodologies
- Conducted design handoffs to collaborate effectively with developers

Senior UI/UX Designer at App It | Feb 2017 - Sep 2019

- Collaborated with PMs to gather requirements and present design concepts and demos to stakeholders
- Led UX/UI for projects including AIA, Habitu, Nosh, and more, across both customer-facing and backend platforms; contributed to multiple design systems
- Worked with engineers to align on tech feasibility, create scalable and efficient design systems to ensure smooth design handoffs

Earlier experiences | Jun 2015 - Jan 2017

- Regional graphic designer SEA at Foodpanda
- Front-end web developer at Firmstudio