



# Tong Lo

## Lead UI/UX Designer

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Profile

Online Portfolio - on request

### PROFESSIONAL JOURNEY

With over two decades in the creative industry, I possess extensive expertise in print, web, UI design, and coding across various technologies. Throughout my career, I have continuously pushed the boundaries of design, from conception to execution. Working with renowned clients such as Rolls-Royce, Microsoft, and Gucci Group, I have left a lasting impression on each project, showcasing my versatility and innovation in the field.

### EXPERTISE

Demonstrating expertise in visual and UI/UX design, I have established a reputation for delivering designs that are not only visually striking but also highly functional. Additionally, I excel in frontend coding, seamlessly translating design concepts into responsive and interactive user interfaces. My proficiency in frontend development enables me to create engaging user experiences across various devices while understanding technical limitations. I am adept at utilising state-of-the-art design tools and technologies, ensuring that my work consistently remains at the forefront of contemporary design practices.

### LEADERSHIP AND COLLABORATION

As an experienced lead designer at Tangity (part of NTT Data), I have excelled not only in individual creativity but also showcased exemplary leadership skills. Leading and inspiring design teams, I have facilitated remarkable results, cultivating a collaborative and innovative work environment. Renowned for effectively communicating complex design concepts, I bridge the gap between creative vision and practical implementation.

### WORK EXPERIENCE

**Lead Designer at Tangity - part of NTT DATA,**  
Jan 2022 - March 2024

- Neste Supplier Sustainability Portal**  
*Feedstock supply and compliance processes portal*  
As the lead designer in a multi-vendor team, I collaborated with various stakeholders to enhance an existing portal, addressing complex design challenges, compliance requirements, and sustainability considerations for internal and external suppliers. My responsibilities included overseeing designers from different consultancy firms, ensuring team motivation, and timely project delivery with sustainability in mind. Leveraging skills in user journey mapping, accessibility, design system implementation, and user testing, our efforts led to significant improvements. Subsequent supplier satisfaction surveys showed widespread satisfaction across all areas, particularly in the "very satisfied" category.

### SKILLS

- UX design
- UI design
- Wireframing
- Interactive prototype
- Interface design
- Web accessibility (WCAG)
- HTML/CSS
- Email design
- Email coding
- Grid & layout
- Web usability
- Microsoft softwares
- Bootstrap
- Colour theory
- Salesforce
- User journey mapping
- Website analytics

### TECHNICAL

Photoshop	InDesign
Figma	Miro
HTML / CSS	Illustrator
InVision	Jira
Maze	

### CLIENTS



