

# Tong Lo Lead UI/UX Designer

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London

in 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-theart 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**

Ps Photoshop

InDesign

**F**igma

**M**iro

😇 💆 HTML/CSS

Ai Illustrator

in InVision

lira ئ

Maze

# **CLIENTS**

BRIT











**Ø** НҮППОЯІ

John Lewis Partnership



Microsoft

NESTE



Rolls-Royce





# **Tangity - continued**

#### Roadstone

#### Overhaul website UI improvements

Over a two-week project, I conducted a comprehensive analysis of the website's structure, design, content, user journey, and features with the goal of implementing significant improvements. This included updating visuals, layout, and design to align with current trends and enhance user engagement. Efforts were also made to improve navigation, accessibility, and overall usability. Additional features were introduced or upgraded to meet current standards and user expectations. Following positive reception, the project was extended to three months due to client demand, indicating the success of our efforts.

#### Brits Insurance

#### Web based dashboard for internal risk assessment

My primary responsibility involves translating complex business requirements into engaging dashboards and interactive platforms, aiming to exceed user expectations. This is achieved through comprehensive user research, including journey mapping, persona creation, and rigorous testing across various scenarios. Designs are iteratively refined from low to high fidelity using advanced tools like Figma. The client expressed high satisfaction with the dashboard, especially praising its responsiveness and information presentation. Our strong client relationship is evidenced by ongoing communication and being valued as trusted advisors.

# Digital Design Team Lead at Paragon Customer Communications,

Feb 2017 - Jan 2022

- Collaborated with NHS Public Health England on rebranding their Better Health email campaign and reshaping the Stoptober email journey (29 emails)
- Led creative aspects for Hyundai Motor UK, overseeing prototyping, website UI, mobile interfaces, email campaigns, and brochure designs
- Managed team of designers for project success
- Implemented designs and coded responsive emails for prestigious clients including RBS/Natwest, HSBC, Bupa, Samsung, N Power, and The White Company

# Senior Digital Designer / Front end developer at Edenred / Reward Gateway

Jul 2001 - May 2016

- Oversee entire design process from planning, research to Interactive prototype
- Convert design concepts into HTML/CSS code ready and collaborate closely with the developers
- Manage junior designers and collaborate with developers
- Specialise in mobile solutions and virtual events

# **EDUCATION**

BA (hon) Graphic Information Design University of Westminster

Foundation Art & Design
College of North East London

A Level Graphic Design
College of North East London

# LANGUAGES SKILLS

English Cantonese Native Native

Mandarin

Limited proficiency

### **INTERESTS**

Cooking - I have a passion for cooking and enjoy experimenting with different cuisines to create fusion dishes. I find joy in combining flavors, textures, and cooking techniques from various culinary traditions to craft unique and flavorful meals. Cooking allows me to express my creativity while also satisfying my curiosity for exploring diverse food cultures.

**Others** - Basketball, Table Tennis, Hiking, Photography.

# REFERENCES

Available upon request